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Jordan Times

An independent Arab political daily published by the Jordan Press Foundation

جوردان تايمز يومية مستقلة عن المؤسسة الصحفية الاردنية "الراي"

Today's Weather

It will be warm, with light and variable winds, changing to southeasterly moderate. In Aqaba, winds will be northerly moderate and seas calm.

Table with 3 columns: Location, Overnight, Daytime. Locations include Amman, Aqaba, Dead Sea, Jordan Valley.

Yesterday's high temperatures: Amman 30, Aqaba 35. Humidity readings: Amman 22 per cent, Aqaba 20 per cent.

Volume 6, Number 1789 AMMAN, THURSDAY-FRIDAY OCTOBER 22-23, 1981 DUL HIJJA 24-25, 1401 Arabia 1.50 riyals; UAE 1.50 dirhams; Great Britain 25 pence Price: Jordan 100 fils; Syria 1 pound; Lebanon 1 pound; Saudi

British academy commander visits med forces chief

AMMAN, Oct. 21 (Petra) — A visiting commander of the British Royal Staff Academy, Maj. Gen. Alexander Sinclair, visited here today on a mission to meet the commander-in-chief of the Jordanian Armed Forces Lt. Gen. Sharif ibn Shaker. The meeting was attended by Chief of Staff Maj. Gen. Fathi Abu Taleb and the British military attaché Amman, Maj. Gen. Sinclair.

Rafat leaves Moscow after meeting with Brezhnev

MOSCOW, Oct. 21 (R) — Yasser Arafat, chairman of the Palestine Liberation Organization (PLO), left Moscow today after a three-day visit. Arafat met with President Brezhnev, TASS news agency reported. The Soviet leadership announced it was using the PLO full diplomatic recognition by upgrading its office in Moscow.

Belgian police detain Iranian un-running ship

ANTWERP, Belgium, Oct. 21 (A.P.) — Belgian police today arrested an Iranian ship suspected of being involved in illegal gun-running, police sources said. A spokesman for the foreign ministry in Brussels said the Belgian authorities asked customs and justice officials to investigate reports that the 10,000-tonne ship was carrying arms without a valid export license. The ship was found with the remains of a kidnapped Iranian by sea police in London last week. The three Iranians had been kidnapped while negotiating a \$50 million arms deal and other Iranians involved in the negotiations had been in Belgium.

Anti-terrorist leader killed in Rome ambush

ROME, Oct. 21 (A.P.) — An anti-terrorist leader was killed today in a Rome ambush. The victim, a 36-year-old former Spanish Sahara territory, was shot by a sniper while driving on the outskirts of Rome. Police reported that the victim was a member of a group of anti-terrorist fighters. The group had been active in the region since the start of the war.

Inflation rises

WASHINGTON, Oct. 21 (R) — The American dollar rose sharply today as European foreign exchange markets today as buying and selling of dollars poured in following reports from Washington that inflation is rising, an indication that American interest rates will remain high.

Iran connects with Iraq issue with nuclear explosion

WASHINGTON, Oct. 21 (R) — The U.S. Senate today approved a provision that would automatically require a cutoff of all aid to Pakistan or India in either country explodes a nuclear device. Sen. Charles McClellan, chairman of the Senate Foreign Relations Committee, today introduced a bill to consider the vote, calling it a "radical measure" that could seriously disrupt U.S. ties with Pakistan. Mr. Perry's motion was tabled at the urging of John Glenn, sponsor of automatic cutoff measure.

Jordan calls on U.S. to hand over Abu 'Ein

AMMAN, Oct. 21 (J.T.) — Jordan has asked the United States government to refrain from extraditing a Palestinian Arab to Israel, but rather to hand him over to the authorities here. Foreign Ministry Deputy Secretary General Tayseer Tougan today told U.S. Charge d'Affaires David Zweifel the extradition of Ziad Abu 'Ein to a third party was "illegal." Mr. Tougan stressed that Jordan considers the extradition to Israel a violation of international law.

The U.S. Supreme Court refused last Wednesday to block extradition of the 21-year-old Palestinian, who Israel alleges planted a bomb which killed two people and wounded 36 in the Israeli town of Tiberias in 1979. It refused to hear an appeal by Mr. Abu 'Ein, held in a Chicago prison against lower court decisions that there was sufficient evidence to send him to Israel to face trial.

Saudi Arabia rules out any contact with Egypt

RIYADH, Oct. 21 (A.P.) — A Saudi Arabian official dismissed today as "sheer fabrication" press reports about direct contacts between Saudi Arabia and Egypt to re-establish diplomatic ties. The official Saudi Press Agency quoted the same official, who was not identified, as saying that the Saudi position in relations with Egypt "remains unchanged." Saudi Arabia broke off diplomatic relations with Cairo after Anwar Sadat had signed his treaty with Israel under U.S. auspices. All Arab League member states—with the exception of Oman, Sudan and Somalia—also broke off with Egypt for the same reason. Kuwaiti newspapers speculated last week that, with the death of Mr. Sadat, the road was now open for a resumption of Arab-Egyptian ties.

Rabat confirms bombing Mauritania

RABAT, Oct. 21 (Agencies) — Moroccan fighter-bombers for the first time have attacked sanctuaries of the Polisario Front movement in Mauritania, adding a new dimension to the six-year-old desert war, authorities disclosed today. The official Moroccan news agency, quoting Gen. Ahmad Dihimi, commander of the 70,000 Moroccan troops engaged in fighting the Polisario guerrillas in the former Spanish Sahara, said the air attack was launched Monday on an area near the Mauritanian desert outpost of Bir Moghrein. Gen. Dihimi did not indicate the result of the raid, but he stressed that Moroccan ground forces did not pursue the guerrillas to their sanctuaries to avoid a further escalation of the conflict.

British, Italians expected to join Sinai peace force

CAIRO, Oct. 21 (A.P.) — Britain and Italy are expected to follow France's lead in providing troops for the U.S.-sponsored Sinai peacekeeping force to patrol the Egyptian-Israeli border, according to diplomatic sources here. The sources, who asked not to be identified, were confirming a report from Washington in the New York Times which followed French President Francois Mitterrand's statement that France may contribute troops. "There is an agreement in principle among England, France and Italy," the sources here said declining to disclose details. The European contribution would be a welcomed addition to the force, which was promised by former U.S. president Jimmy Carter in connection with the Camp David accords and ensuing treaty between Israel and Egypt.

Tehran sets preconditions for Amnesty investigation

BEIRUT, Oct. 21 (A.P.) — Iran said today it wants a blind but fiery Muslim preacher who is believed jailed in Egypt to accompany any investigation of Tehran firing squads by the human rights group Amnesty International. The name of the preacher, Sheikh Kishk, appeared as one of eight conditions the revolutionary Iranian government said must be met before Amnesty would be allowed to probe reports that an estimated 1,800 people have died before firing squads since June 22 when moderate president Abol Hassan Bani-Sadr was ousted. Amnesty immediately replied that it could "no way" agree to the conditions, according to a spokesman for the London-based organization. The Iranian foreign ministry, according to the state radio and the government news agency, Pars, listed other conditions for Amnesty's visit. The organization must condemn Israel's attacks on Palestinians in South Lebanon, as well as "intervention by the United States in the affairs of Egypt, Saudi Arabia and El Salvador," Pars reported.

Iraq urges Italy to stay out

MEANWHILE, the Iraqi foreign minister has urged Italy to stay out of the Sinai, because these military forces would be in support of the Camp David accords, which we oppose," Mr. Hammadi told a news conference at the end of a three-day official visit to Rome. "I clearly told Italy that we would not approve sending troops to the Sinai, because these military forces would be in support of the Camp David accords, which we oppose," Mr. Hammadi told a news conference at the end of a three-day official visit to Rome.

Klibi mediates in Libya

TRIPOLI, Libya, Oct. 21 (Agencies) — Arab League Secretary General Chadli Klibi arrived here today on a mission to try to defuse the border tension between Libya and Sudan. Tripoli Radio said Mr. Klibi stated upon arrival that he came to discuss "the current Arab situation and the crucial circumstances in the Arab World." Reports from Tunis, where the Arab League is headquartered, said Mr. Klibi would attempt to persuade Libya to withdraw its call for a special meeting of the League Council of Ministers. Tension escalated between the two North African Arab countries last week when Sudan announced it had dispatched troops to its western border with Chad to guard against what they said "a Libyan invasion." Libya in turn charged that Sudan was being used by Egypt and the U.S. as a spearhead to invade Libya in the wake of the assassination of Egyptian President Anwar Sadat. Meanwhile, the radio said African and East and West European ambassadors in Tripoli were summoned to the foreign liaison office and informed of "threats made by (Sudanese President Jaafar) Numeiri and his intentions against Libya." "The ambassadors were told Libya has no plans to attack Egypt or Sudan, but finds itself forced to exercise its legitimate rights to defend itself and deter any attempt of aggression," the radio said.

'Autonomy' negotiators get set as Mubarak urges flexibility

TEL AVIV, Oct. 21 (R) — Israeli, Egyptian and American officials today prepared for a new session of negotiations on "Palestinian autonomy" with Israeli politicians predicting no breakthroughs despite an appeal by Egyptian President Hosni Mubarak. Mr. Mubarak, in an interview with an Israeli newspaper, called for more flexibility in the talks. "Both sides must be more pliable and Israel must be more flexible on questions of principle, especially after the death of President Sadat," he told the newspaper Yediot Aharonot. The three delegation chiefs are due to meet tonight at the beginning of a week of discussions aimed at recording some progress in the talks which began in June 1979 after the Camp David accord and have achieved virtually nothing. Israeli officials said they would have no new proposals to offer. Israel remained committed to its past positions, they said. Moshe Arens, Israeli Knesset (parliament) member and head of its foreign affairs and defence committee, said he could see no way of bridging the gap between Israel and Egypt. "The Egyptians have been looking for an autonomy framework that in effect will ensure eventual Israeli withdrawal from Judea, Samaria (the occupied West Bank) and the (occupied) Gaza Strip... Israel has in effect been looking for the opposite — an autonomy framework that will ensure a continued Israeli presence in these areas," Mr. Arens told Israel Radio. "It is not hard to understand why it would be hard to find a meeting point to close that gap," he added.

Reagan soothes European fears over nuclear war...

WASHINGTON, Oct. 21 (R) — President Reagan today branded as "outright deception" any suggestion that the United States could consider fighting a nuclear war at Europe's expense. In an attempt to allay European doubts about U.S. nuclear strategy touched off by weekend remarks to newspaper editors, Mr. Reagan said: "We regard any military threat to Europe as a threat to the U.S. itself." The president's statement, issued aboard his plane on the way to tomorrow's North-South economic conference at Cancun, Mexico, and relayed to reporters by the State Department, was the latest in a series of official clarifications of U.S. nuclear policy. In his weekend talk with selected American editors, Mr. Reagan had said he did not know whether there could be a nuclear exchange limited to Europe. He then said that in a stalemate war, "I could see where you could have the exchange of tactical weapons against troops in the field without bringing either one of the major powers to pushing the button." The remark caused consternation among some European officials and apparently led to a renewed demand by Soviet President Leonid Brezhnev that President Reagan reject the idea of fighting a nuclear war. "The suggestion that the U.S. could even consider fighting a nuclear war at Europe's expense is an outright deception," Mr. Reagan's statement said. The president said: "The essence of U.S. nuclear strategy is that no aggressor should believe that the use of nuclear weapons in Europe could reasonably be limited to Europe."

... as NATO opts to press U.S., Soviets for arms cut

GLENEAGLES, Scotland, Oct. 21 (R) — NATO ministers agreed today the United States should press for deep cuts on both sides when missile talks with Moscow start next month. U.S. Defence Secretary Caspar Weinberger said the Reagan administration would seek to reduce European-based medium-range nuclear missiles to the "lowest attainable levels." He was speaking after a two-day meeting of NATO's nuclear planning group, the last to be held before U.S. and Soviet negotiators open discussions at Geneva on Nov. 30. The NATO defence ministers agreed that a worsening East-West imbalance made it more necessary than ever to go ahead with U.S. missile deployments in Western Europe while seeking to negotiate agreed cuts with Moscow. Mr. Weinberger told reporters he was particularly pleased this point was emphasized by the ministers in a final communique. The planned deployment of 572 Pershing-2 and Cruise missiles, starting in 1983, "will not increase the alliance's reliance upon nuclear weapons, nor change NATO's strategy," the communique said. Defence ministers of 13 of NATO's 15 member nations attended the meeting at this Scottish golfing resort. France and Iceland do not take part in NATO discussions on nuclear planning. The ministers said they "welcomed the United States dedication to negotiate and achieve concrete results that enhance security and secure the peace." The communique said a total withdrawal of all medium-range missiles from Europe — the so-called "Zero Option" — remained a possibility under ideal circumstances.

Leading Democratic senator to oppose Saudi arms deal

WASHINGTON, Oct. 21 (Agencies) — President Ronald Reagan's proposal to sell five advanced radar planes to Saudi Arabia met a setback today as Senate minority leader Robert Byrd announced he would vote against the \$8.5 billion deal. Mr. Byrd disclosed his decision to a scathing attack on Mr. Reagan's Middle East policy. He said it put the "cart before the horse" by exaggerating the Soviet threat to the region and delaying efforts to mediate in the Arab-Israeli dispute. The Democratic senator also said he was deeply concerned at the risk that sensitive U.S. equipment could be compromised if sold outright to Saudi Arabia and said the administration had let the Saudis dictate the terms. Sen. Byrd's decision revived hopes by opponents that the sale will be blocked when it comes before the Senate a week from today. It also surprised many opponents who thought he would support President Reagan. The House of Representatives voted 301-111 last week to oppose the deal and the sale will be blocked if a majority of the 100-member Senate concurs. Mr. Byrd's decision raised to 48 the number of senators who have gone on the record as opposing the deal, three short of the majority of 51 needed to block it. Congress can block the deal with a majority vote in both the House of Representatives and the Senate. Mr. Byrd said that in proposing the sale of the five Airborne Warning and Control System (AWACS) planes, the Reagan administration had delayed giving any attention to the Arab-Israeli conflict. "That is like putting the cart before the horse," he said in a speech on the Senate floor. "As events this year in the Middle East have demonstrated, this is a very risky path down which to proceed," he said. "In my estimation if the AWACS sale were to proceed at this time, the Saudis would lose, the Israelis would lose, the Egyptians would lose... and ultimately, the United States would lose," Mr. Byrd said. A leader of the Senate opposition, California Democrat Alan Cranston, said Mr. Byrd's decision was a crucial turning point which greatly heightened prospects for defeat of the sale. Mr. Cranston, the deputy Democratic leader, told reporters he now counted 55 senators as firmly opposed or leaning against the sale, 41 as firmly in favour or leaning towards it and four who could not be predicted. Every senator had wrestled with the issue for so many months that Mr. Byrd's decision might not directly influence many of his colleagues, Mr. Cranston conceded. But he cited two new arguments in Mr. Byrd's floor speech which might influence the debate. The first was that approval of the sale would give Israeli Prime Minister Menachem Begin no manoeuvring room in peace negotiations. The second was that the sale would turn Saudi Arabia into America's chief client state in the Middle East, making it a target for radicals and reducing the contribution the Saudis could be expected to make to the peace process.

Mystery surrounds Antwerp explosion

ANTWERP, Oct. 21 (A.P.) — Belgian authorities today reported no firm clue so far in the investigation of the bombing that killed two and maimed 99 in Antwerp. The toll stood at today at two women killed, one person in critical condition, 15 in a serious state and 83 less seriously wounded, Antwerp authorities said. A booby-trapped van, that probably contained 100 kilograms of TNT explosive, according to one Belgian newspaper, exploded yesterday morning in the main street of Antwerp's diamond trading district. It had been parked the day before in front of Antwerp Diamond Club (exchange). The planned hour of explosion probably aimed at killing a maximum of people, coinciding with the time most people call to work in the busy district. But, owing to a religious holiday that kept many people at home and to pouring rain, the street was less crowded than usual. According to newspaper Le Soir, the van had been bought about 10 days ago from a Brussels used car dealer by a man who gave his name as Nicolas Brazzi. He gave a hotel address which proved false, but another hotel has reported to police it registered the man who said he was a Cypriot. Investigators have not yet commented on these details.

MIDDLE EAST NEWS BRIEFS

- Mubarak bans press attacks on Arabs
ANKARA, Oct. 21 (R) — Turkey's martial law authorities called in former prime minister Bulent Ecevit for questioning today after he criticised the military administration. He was released after more than an hour. Sources close to the 56-year-old Social Democrat said he was summoned before a martial law prosecutor, after sending a statement to the State Broadcasting Corporation yesterday. Mr. Ecevit's statement, which was not broadcast or published in the local press but was made available to reporters, was the first public criticism here of the generals' rule in Turkey since they seized power in a bloodless coup 13 months ago. He declared: "In view of my own conception of democracy I cannot bring myself to approve the present mode of administration in Turkey or the future regime that is being stipulated for Turkey by the current administration." His statement defied a military decree issued last June intended to prevent Mr. Ecevit and other former politicians from making political statements. Ignoring the decree could lead to a prison sentence for Mr. Ecevit, legal sources said.
Ecevit in hot waters with Ankara
DOHA, Oct. 21 (R) — Senegalese President Abdou Diouf began talks today with the Emir of Qatar, Sheikh Khalifa Bin Hamad Al Thani, on bilateral relations, cooperation between Africa and Arab countries and Middle East developments, officials said. The president, who arrived yesterday on the third and final leg of a Gulf tour, told Qatar Television his trip aimed at fostering Afro-Arab ties. He said there were hopes of resuming the dialogue on cooperation between the African continent and the Arab World. This began at an Afro-Arab summit in Cairo in 1976 but was stopped after Arab countries boycotted Egypt following its treaty with Israel three years later. The Senegalese leader, who has already visited Kuwait and Bahrain, said a meeting had been proposed between 12 African and 12 Arab foreign ministers but the date and venue had not yet been decided.

السلامة

NATIONAL NEWS BRIEFS

Cable to Sudanese leader

AMMAN, Oct. 21 (Petra) — His Majesty King Hussein today sent a cable of good wishes to Sudanese President Ja'far Numairi on the occasion of Sudan's national day. The King wished President Numairi success in the leadership of his people and prosperity and progress for Sudan.

Cabinet meets on King's tour

AMMAN, Oct. 21 (Petra) — Prime Minister Mudar Badran today briefed the cabinet on the outcome of His Majesty King Hussein's tour of six Arab Gulf states and his talks with their leaders.

Syrian envoy to transfer home

AMMAN, Oct. 21 (J.T.) — Syrian Ambassador to Amman Abdul Karim Al Sabbagh will be transferred to assume a new post at the Syrian ministry of foreign affairs, Al Ra'i newspaper reported today. The Syrian ambassador has informed the concerned departments here that he will be leaving Amman within two days, Al Ra'i said.

Traffic law being amended

AMMAN, Oct. 21 (J.T.) — The Ministry of Interior is currently working to amend the Jordanian traffic law, Al Ra'i newspaper reported today. The new amendments have been described as "important", and will include fines instead of prison sentences for unlicensed drivers.

Muslim new year coming up

AMMAN, Oct. 21 (J.T.) — Jordan and the Islamic World will celebrate the Muslim new year on Thursday, Oct. 29. The cabinet is expected to issue a statement within two days announcing a holiday on Thursday for all government ministries and departments.

2 exiles back from Beirut

AMMAN, Oct. 21 (J.T.) — Hebron Mayor Fahd Al Qawasmeh and Halhoul Mayor Mohammad Mülhem, who were exiled from the occupied Arab territories by the Israeli authorities, returned to Amman today after a visit of several days to Beirut.

Hungary looks into aluminium works

AMMAN, Oct. 21 (Petra) — The economic attaché at the Hungarian embassy here today called at the Ministry of Industry and Trade, where he held talks with senior ministry officials on cooperation between Jordan and Hungary in the manufacture of aluminium products in particular and industrial cooperation in general. The two sides also discussed arrangements for a visit to Jordan on Nov. 6 by a Hungarian delegation which will discuss bilateral cooperation in the aluminium industry. During the delegation's visit, expected to last several days, its members will look into the Jordanian aluminium industry and its plans for the future.

NCC to review Salt document

AMMAN, Oct. 21 (Petra) — A special committee of the National Consultative Council (NCC) has scheduled a meeting here for Saturday to make a study of a popular document adopted by the people of Salt on social traditions and habits. The committee will draw up recommendations on the subject to the NCC.

Gov't spends JD 221m in 6 mos.

AMMAN, Oct. 21 (J.T.) — General government expenditures for the first half of this year amounted to JD 221,969,000, signifying an increase of JD 38,317,000 over the expenditures for same period last year. JD 68,159,000 was spent on financial administration, JD 38,344,000 on economic development services, JD 26,365,000 on social services, JD 7,511,000 on communications and transport services, JD 2,973,000 on education and information services, JD 9,695,000 for public security and JD 2,261,000 for international affairs.

IEC course starts Saturday

AMMAN, Oct. 21 (Petra) — A four-week training course on information, education and communications (IEC) in population and family welfare activities in the Arab countries will open here on Saturday. Nineteen participants from 10 Arab states will be attending the course, which has been organised by the ministries of labour and information in cooperation with the International Labour Organisation (ILO) and the United Nations Educational, Scientific and Cultural Organisation (UNESCO).

Fruit-tree seminar ends

AMMAN, Oct. 21 (Petra) — A five-day seminar to discuss means of increasing the number of fruit trees and the size of their crops in the Arab World ended here today. Participants from 10 Arab states discussed several working papers on fruit production, food security in the Arab World, desertification and other agriculture-related subjects. The seminar's recommendations included a call for a pan-Arab study to determine each Arab country's needs for a certain type and number of fruit trees. The study is to be carried out in cooperation with the University of Jordan and under the supervision of the Arab Centre for the study of Dry Regions and Arid Territories.

CAEU team due in Sanaa

AMMAN, Oct. 21 (Petra) — A delegation from the Council of Arab Economic Unity (CAEU) will leave Amman for North Yemen on Friday for a four-day visit. The delegation, led by CAEU Secretary General Fakhri Qaddouri, will hold talks on a number of issues pertaining to Arab economic cooperation.

Envoys see CAEU exhibition

AMMAN, Oct. 21 (Petra) — Ambassador and directors of cultural institutes of foreign countries in Jordan today visited the exhibition of studies organised here by the Council of Arab Economic Unity (CAEU). They met with CAEU Secretary General Fakhri Qaddouri, who outlined the council's endeavours to boost Arab economy and briefed them on the collection of research studies on display at the exhibition, which portrays the CAEU's efforts in this field.

Hassan leaves for Manama Arab Thought Forum meeting

AMMAN, Oct. 21 (Petra) — His Royal Highness Crown Prince Hassan left here for Bahrain today to attend the second meeting of the board of trustees of the Arab Thought Forum, which began in Manama today. Crown Prince Hassan, who went to Bahrain upon an invitation extended by Bahraini Crown Prince Sheikh Hamad Ibn Isa Al Khalifah, is the chairman of the group's board, which includes 25 Arab intellectuals. The forum, which held its first meeting in Aqaba in May, is part of an Arab League

joint strategy to mobilize and attract Arab intellectuals and thinkers, and enable them to participate in planning and implementing development processes in the Arab World. Crown Prince Hassan was seen at the airport by Court Minister Amer Khammash, Commander-in-Chief of the Armed Forces Lt. Gen. Sharif Zaid Ibn Shaker, Chief Justice Ibrahim Al Qattan, Royal Academy for Islamic Civilisation Research President Nasreddin Al Assad and a number of high-ranking officials.

Exhibition highlights Holland's agricultural resources, skills

By Samira Kawar
Special to the Jordan Times

AMMAN, Oct. 21 — An exhibition of Dutch agricultural products was opened on Monday evening in the Jordan Inter-continental Hotel ballroom by Mr. Alexander J.F. Heydendael, the agricultural attaché at the Netherlands embassy in Damascus. The exhibition's opening was attended by about 100 Jordanian businessmen, who inspected with interest the agricultural products on display. The exhibits included a wide range of everything to do with agricultural products — from raw seed materials and plants to processed dairy products and canned meats. Flower seeds and confectioneries were also among the products exhibited. Mr. Heydendael, who is responsible for promoting agricultural trade between the Netherlands and Pakistan, Iran, Iraq, Jordan, Lebanon, Syria, Cyprus, Turkey and Oman, told the Jordan Times that the purpose of the exhibition was to find new markets in Jordan for Dutch agricultural products, and to expose the widest possible range of prospective Jordanian trading partners to these products with a view to forming joint ventures and new agricultural industries.

The Dutch government views Jordan as "a stable country and an entrance to the markets of the surplus capital Arab countries," he said. "What I like about Jordan is that there is a lot of scope for free enterprise — there is a lot of entrepreneurship."

He added that because the Jordanian economy is growing, its consumption of agricultural products has grown faster than the ability to supply them. "Holland," he said, "can help in two ways: first, since we are the second largest exporter of finished agricultural products in the world

after the U.S., we can supply Jordan with finished foods. Second, we can also help to build up Jordan's agricultural production by supplying seeds, cattle and agricultural knowhow."

An example of the growth in agricultural exports from Holland to the Middle East is the increase in the imports of Dutch processed beef by Kuwait, Saudi Arabia and the United Arab Emirates (UAE). In 1977, Kuwait imported 3,000 kilograms of Dutch processed beef, while its imports from Jan. 1 till Oct. 1, 1980 came to 96,000 kilograms. During that same period, Saudi Arabia and the UAE imported 261,000 kilograms and 244,000 kilograms respectively, against 81,000 kilograms and 36,000 kilograms in 1977.

There are five Jordanian-Dutch joint ventures, and Holland cooperates with both the private and public sectors. Mr. Heydendael said. He said that the Dutch government will supply the Arda marketing centre for agricultural products in the Jordan Valley with about \$2.5 million and two advisers as part of its cooperation agreement with the Jordan Valley Authority (JVA).

He added that the Dutch government is also cooperating with the JVA to build a soil laboratory, but said this will not be ready before the beginning of 1983. The Dutch government will supply the laboratory equipment and provide specialised training for its technicians and personnel in Holland. The sampling equipment will enable technicians to monitor the amount of soil nutrients necessary for the growth of certain crops in the Jordan Valley, in order to improve the nutritive quality of the soil and determine its suitability for the growth of certain crops.

Mr. Heydendael, who left Amman today, said that he had held talks with Minister of Supply Ibrahim Ayyoub and officials at the Ministry of Agriculture.

Jordan to get Yugoslav beef worth \$22 million by August next year

BELGRADE, Oct. 21 (R) — Yugoslavia will export baby beef to Jordan worth about \$22 million, officials said here today. The delivery of meat by air, under an agreement between Yugoslavia's Genex firm and the Jordanian Ministry of Supply, has already started and will go on until next August, the officials said. Genex said they hope soon to conclude new contracts for meat exports to Jordan, including poultry and mutton.

British lab equipment means fast and accurate analysis at university's agriculture faculty

AMMAN, Oct. 21 (J.T.) — A gift of agricultural laboratory equipment presented to the University of Jordan by British Ambassador Alan Urwick yesterday is part of a joint development project the university's faculty of agriculture has had since 1975 with the Overseas Development Administration of the British government. The university has provided the capital expenditure on buildings, staff and running costs for the project, according to a British embassy press release. Britain has provided equipment training scholarships, a technical cooperation adviser based at the faculty and several short-term advisers. The aims of the project have been to help in the development of the practical facilities for animal production for teaching, research and demonstration. The project has three main phases:

1. Development of the Poultry Unit.
2. Expansion of feed milling and mixing facilities and the poultry unit; development of animal nutrition laboratories for feed analysis, and provision of equipment for poultry physiology and pathology.
3. Development of facilities for sheep, goats and dairy cattle.

The equipment

In any country, the accurate knowledge of the feeding value of any material is essential for its economic utilisation. This is especially important in countries with limited resources and where large amounts of feed stuffs are imported, as by analysis the value of alternative local materials can be assessed. The normal methods are based on chemical analysis of a large number of samples. To achieve rapid and accurate results requires specialist equipment and a well qualified team of operators. The analysis equipment presented yesterday can perform the following steps:

1. Sample preparation by mills to provide even particle size, at rate of one sample a minute;
2. Determination of crude protein by digestion, distillation and titration, at a rate of one sample every half hour instead of one every two hours, as was the case previously;
3. Determination of crude fat at extraction rate of six samples every 30 minutes compared to six a day on the old apparatus;
4. Determination of crude fibre at rate of 40 samples a day compared to 10 previously;
5. Determination of calcium and phosphorus levels at rate of 30 to 50 samples a day compared to one a day on the old system, and
6. Amino acid analysis of crude protein, which is a completely new facility in Jordan.

A British embassy official told the Jordan Times the amino acid analyser alone was worth about £20,000. The value of the analysis results which can now be obtained rapidly and accurately, the embassy release said, is very high in terms of teaching, research in animal and human nutrition and the provision of scientifically based advice to the Jordanian feed industry in all its sectors.

Majali presents credentials as envoy to U.S.

WASHINGTON, Oct. 21 (Petra) — Jordan's new ambassador to the United States, Mr. Abdul Hadi Al Majali, yesterday presented a copy of his credentials to the American State Department here. Mr. Majali later called on U.S. Secretary of State Alexander Haig, who told the ambassador that U.S. officials were looking forward to the visit which His Majesty King Hussein will make to the United States soon. Mr. Majali also met with U.S. Assistant Secretary of State William Clark, and a number of State Department officials, with whom he discussed Middle East questions and Jordanian-American relations.

Armico teams to Morocco, Mauritania

AMMAN, Oct. 21 (Petra) — A delegation from the Arab Mining Company (Armico) left for Mauritania today to supervise the start of work on a project there for the exploitation of copper ore. Armico heads a group of Arab organisations which hold shares in a mining company that was established in Mauritania recently for the exploitation of copper. Meanwhile, another Armico team left for Morocco today to take part in board meetings of Moroccan silver, lead and zinc mining companies. Armico holds 40 per cent of the capital of these companies.

World Bank president praises Jordan's growth

By Rami G. Khouri
Special to the Jordan Times

AMMAN, Oct. 21 — World Bank President A.W. Clausen ended a four-day visit to Jordan last night by strongly praising the country's recent economic performance and pledging continued World Bank involvement in Jordanian development projects in the coming decade.

In an interview with the Jordan Times, Mr. Clausen, who left Jordan today, said his visit here had been his first such outing to a country that borrows from the World Bank, and that the trip was designed primarily "to see the World Bank operation in action."

His trip also includes stops in Kuwait and the United Arab Emirates. "I've had very positive impressions from what I've seen here," he said. "Jordan has registered excellent growth in its gross national product over the past five



World Bank President A.W. Clausen meets His Majesty King Hussein at the Royal Court on Tuesday (Petra photo)

Joint firm will not replace Arab truckers, Iraq aide says

AMMAN, Oct. 21 (Petra) — Iraq is expected to import a total of 5 million tonnes of goods via the port of Aqaba during 1981, three times the tonnage originally estimated for this year, according to the under-secretary of the Iraqi ministry of transport, Mr. Abdul Sattar Al Rawi. He said in a statement to Petra, the Jordan News Agency, that the joint Jordanian-Iraqi Overland Transport Company had been established to help public transport in Iraq and the Jordanian private system with the task of transporting Iraqi goods in Arab vehicles. The company is "by no means" a substitute for Jordanian overland carriers, since Iraq intends to see Arab carriers replacing foreign transport companies in this field, he said. A contract drawn up between Iraq and the company stipulates that the latter transport some 2 million tonnes of goods this year through Jordanian territory to Iraq, Mr. Rawi said. This means that the other 3 million tonnes would be carried by vehicles owned by other, private companies, he added. Mr. Rawi said he believes that 2,500 foreign-owned vehicles are employed at present to transport goods from Jordan to Iraq and vice versa, and this has justified the establishment of the joint company. He stressed that Iraq will no longer conclude contracts with foreign transport companies to transport goods between the two countries if national carriers can handle the job. The Jordanian-Iraqi company will soon open a branch in Kuwait to supervise the transport of goods coming to Iraq through Kuwaiti ports, he said. Mr. Rawi expects the amount of goods to be imported by Iraq via Aqaba to increase even further in the future, in view of the fact that several shipping firms have diverted their freighters to Aqaba from other ports.

Turkish expert arrives to help in restoration of Aqaba Citadel

AMMAN, Oct. 21 (J.T.) — A Turkish archaeological expert, Dr. Selma Emler, arrived here today at the invitation of the Ministry of Tourism and Antiquities. She will conduct a study and draw up plans for the restoration of the ancient Aqaba Citadel, which dates back to the Mamluke and Ottoman periods and figured in the Great Arab Revolt. The ministry has requested the Turkish government to assist the Jordanian Department of Antiquities in restoration and renovation work on the ancient castle in view of its historical importance. Dr. Emler, who will be staying here for nearly two weeks, is an expert in the restoration of Islamic buildings. Meanwhile, the ministry announced that a Spanish archaeological team arrived here today to assist in drawing up plans for the restoration of the Umayyad palace complex on the Amman Citadel, as well as Islamic castles in the Jordanian *badia* region and wall frescoes at Petra.

U. of Jordan professor invited to lecture on Petra in U.S.

AMMAN, Oct. 21 (J.T.) — Dr. Nabil Al Khairy, assistant professor at the University of Jordan's department of Archaeology, has been invited by the American Schools of Oriental Research to give a series of lectures at 32 U.S. universities. Dr. Khairy will speak on Nabataean civilisation and the results of excavations in Petra which the University of Jordan has carried out in cooperation with the Department of Antiquities. These excavations revealed a tiled floor covering a system of channels which were used to supply the ancient city with water. American Centre of Oriental Research (ACOR) Director David McCreery told the Jordan Times Dr. Khairy would be leaving for the U.S. "in about one week."

WHAT'S GOING ON

Exhibitions

- Paintings by Yousef Baddawi at Holiday Inn Hotel.
- Paintings by Munir Abu Al Ula Daraz at the Jordan Artists' Association Gallery.
- "Graphic Arts from Frankfurt," at the Goethe Institute.
- Studies on Arab economic unity, at the Council of Arab Economic Unity's headquarters in Shmeisani.

Tennis

- Friendly matches between visiting French tennis stars and Jordanian players at 2:30 p.m. at Al Hussein Sports City. Thursday. Demonstration matches with Jordanian junior players on Friday at 2:30 p.m.

Jerash Festival

- The Jerash Festival of Culture and Arts. open to the public from 9 a.m. - 9 p.m. Thursday and Friday.

Film

- The French Cultural Centre presents "M. comme Mathieu" (sub-titled in Arabic), on Friday at 7:30 p.m.

Pyramid patching in Egypt: preserving the ancient crafts

By Lisette Balouny

CAIRO — After 4,500 years of desert sun and sandstorms and a few decades of smog, Cheop's pyramid is showing its age.

The Department of Antiquities in Egypt is patching up a few hundred of the 2.5 million limestone blocks that over the ages have cracked down and broken off the greatest of the three pyramids of Giza, last of the seven wonders of the world.

Nasser Mohammad Hassan, the ceper of the pyramids, explained that the patch job would not have been necessary had not the

pyramids' granite slab casing been pirated over the past 1,000 years for building the great mosques, palaces and churches of Cairo.

When the pharaoh Cheops built his 'grave,' it was covered by a 12-metre by eight-metre apron of granite that shielded it from the worst sandstorms. The remaining 135-metre height of the pyramid was protected by smooth white limestone.

The pyramid was weather-proof, and under the desert sun, it literally glowed, Hassan said. But the sand and acid from auto exhaust and pollution slowly gnawed into the limestone chip-

ping particles as it went along.

This year's restoration programme is to start in mid-October. New blocks will be carried and trucked to the pyramid from the Mokattam Hills, 45 kilometres east of Giza. The Pharaoh's builders did the same job by hand.

"We make the patches in slimmer blocks and put them in vertically so our grandchildren will know what we have done to maintain the pyramids. At the same time, we do not fool history," said Hassan. "We want to show where we have made the restorations."

The main damage to the pyramids can be seen on the

ragged, once smooth, line running to the peak. There are also rough spots on the four faces of the pyramid.

About \$24,000 has been budgeted for the restoration this year, far less than would be needed to complete the job properly.

The labour shortage is a nationwide problem resulting from the transfer of an estimated 1.4 million Egyptians to more lucrative jobs in the oil-rich Arabian Peninsula. Hassan can only earn \$6 a day as a labourer.

"My policy is to do the maximum we can afford to do with the labourers we can keep, Hassan said. "We will leave what can not be done this year until next year."

Hassan is not sure which of the elements is mainly responsible for the erosion of the pyramid, but he feels pollution is the main culprit.

He noted that Cheop's, which is closest to the hundreds of tour buses and cars that visit the pyramids each day, is suffering more than its two sisters.

Hassan said the burst in construction along the four-lane road that runs from the heart of the city to Giza has brought pollution to

the desert plateau.

"If I had my way," Hassan said, "cars and buses would not be allowed up the hill to the pyramids, or even close to the Sphinx." But the ministry of tourism objects saying it would be bad for business." Hassan has suc-

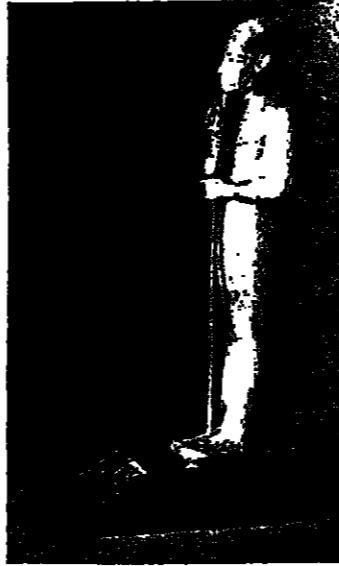
ceeded only in constructing a small curb that keeps the vehicles from parking right beside the giant monument. The Sphinx is also being diagnosed for treatment. The cat-like sun god is suffering from a flaking neck, crumbling paws and eroded sides. Archaeologists, say that, too, is

the result of sandstorms, wind, rain and pollution. It too has been periodically patched up, and renewed treatment is to be administered some time later this year.

Associated Press



Hieroglyphics on the wall of a tomb depicting life after death



Ptah, an Egyptian God



The Sphinx is suffering from a flaking neck and eroded sides

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ECONOMY

U.S. economy slumps into recession

WASHINGTON, Oct. 21 (R) - The United States economy has slumped into recession new statistics showed today.

The government reported that the gross national product (GNP) in the third quarter of the year ending September 30 fell at a seasonally adjusted annual rate of 0.6 per cent.

This is the second quarter in a row that economic output has fallen, the traditional definition of a recession.

The government also said inflation rose in the quarter to an average of 9.4 per cent annually from 6.4 per cent in the previous quarter.

The third-quarter decline in the inflation-adjusted GNP index followed at fall of 1.6 per cent in the

second quarter, the commerce department said.

A recession is popularly defined by many economists as two consecutive quarters of declining GNP. The index, which measures the value of goods and services in the economy, is the broadest measure of economic strength.

The higher inflation was disappointing because price increases generally slow during periods of economic weakness. The rise was due to higher prices for food and services.

Economists differed on the seriousness of the indicated recession.

The unfavourable report had been widely anticipated and the political impact will probably be relatively slight. President Reagan deflected some potential criticism with his advance acknowledgement last weekend that the economy was in a slight recession.

In fact, the third-quarter decline of 0.6 per cent was not as severe as some analysts had feared. Some thought GNP might fall a full percentage point or more.

The economy has been showing signs of weakness for some months under the impact of high

interest rates stemming from the anti-inflation tight money policy of the central bank.

Interest rates have fallen in recent weeks from their earlier 20 per cent levels in response to easier market conditions and the sluggishness of the economy. But some analysts say they may soon rise again because of high government borrowing to finance its budget deficit.

Both government and private economists think the economy will decline further in the current fourth quarter.

Japan yields to save credit pact

PARIS, Oct. 21 (R) - A last-minute concession by Japan has saved a five-year-old consensus on export credits and the Western world from the possibility of a costly battle over exports.

The 22 countries of the export credit consensus have been arguing for more than a year over how to adapt their agreement on minimum interest rates for export credits to a world where market rates very sharply between countries.

At talks here two weeks ago 21 of the countries agreed in principle to a compromise proposal from the European Economic Community (EEC). But Japan only accepted the terms late yesterday, the Organisation for Economic Cooperation and Development (OECD) said today.

The agreement on rates limits the use of low-interest government-subsidised loans in the battle for export markets.

Several countries had said that failure to reach an agreement on new rates could provoke a costly credit war with governments stepping up export subsidies in a desperate struggle to win contracts for their industries.

The OECD said only Canadian approval was now lacking but added that Ottawa said it expected to confirm its formal acceptance shortly.

The Japanese concession was made in the final hours before a deadline, set by the other countries, ran out. They had given Japan two weeks to reconsider its rejection of the compromise.

The EEC proposal was for an increase of between 2.2 and 2.5 per cent in the minimum interest rates members are allowed to charge on export credits.

This would mean for example that exporting countries would not be allowed to charge less than 10 per cent interest on loans to developing countries to help them buy goods.

But because Japanese domestic market interest rates are below this level, the EEC suggested that Japan's semi-official Export-Import Bank should use a minimum of 9.25 per cent.

Japan's initial response was it would change no more the nine per cent but last night it conceded the vital quarter point needed to clinch the new agreement.

LONDON EXCHANGE RATES

LONDON, Oct. 21 (R) - Following are the buying and selling rates for leading world currencies and gold against the dollar at the close of trading on the London foreign exchange and bullion markets today

One sterling	1.8195/8210	U.S. dollar
One U.S. dollar	1.2051/54	Canadian dollar
	2.2715/35	West German marks
	2.5050/5100	Dutch guilders
	1.8950/70	Swiss francs
	37.96/38.01	Belgian francs
	5.7000/50	French francs
	1202.00/1204.00	Italian lire
	233.55/70	Japanese yen
	5.5800/25	Swedish crowns
	5.9790/9810	Norwegian crowns
	7.2500/50	Danish crowns
One ounce of gold	430.00/431.00	U.S. dollars

LONDON STOCK MARKET

LONDON, Oct. 21 (R) - Share prices closed mixed in quiet trading with no clear trend, although the jump in Hawker Siddeley made for a slight rise in the F.T. index, which was up 1.2 at 474.5 at 1500, dealers said.

Hawker Siddeley was up 20p at 290p following half year figures showing higher profits and an increased dividend. Other industrial leaders saw gains of 2p in Glaxo, John Brown and Tate and Lyle, while Unilever was down 2p at 551p and ICI unchanged at 258p after an earlier 2p rise.

Gold shares were mixed to lower. Government bonds closed with falls of up to 3/4 point in longer maturities. Trading was quiet throughout, and the lower trend reflected sterling weakness against the dollar, dealers said.

Electricals moved irregularly and had GEC up 3p at 492p while Racal and Plessey each shed 3p at 400p and 300p respectively. Banks and insurances drifted to close with falls of 2p to 5p. Oils were firmer, although below their best, with Shell up 6p at 356p and B.P. 2p firmer at 302p after 306p.

Elsewhere, Davy Corp. was up 8p at 164p after a major order from Mexico and Gill and Duffus was down 27p at 170p following estimated full year figures.

British government to sell Cable and Wireless shares

LONDON, Oct. 21 (R) - The British government is to sell under half the shares of state-owned Cable and Wireless, the world's largest telecommunications operator, merchant bankers Kleinwort Benson said today.

The bank is the main underwriter for an offer to the public of more than 133 million shares at £1.68 (\$3.05) worth £223 million (\$4 million). It said the government would retain a majority holding in the company.

Cable and Wireless manages 13 national telephone networks abroad as well as telex and telegram operations for a number of other countries.

The government last week gave the company permission to operate in Britain for the first time as a rival to the government-owned British Telecom which used to enjoy a monopoly.

The Conservative government has started a policy of selling sections of its nationalised industries.

Cable and Wireless sold 20 per cent of its profitable Hong Kong interests to the Hong Kong government and 60 per cent of Bahrain interests to the Bahrain government and private investors this summer.

The company expects profits of £84 million (\$153 million) this year against 62 million (\$113 million) last year.

IMF considers ways to help Sudan's debt-ridden economy

KHARTOUM, Oct. 21 (R) - Sudan is under increasing pressure to devalue its currency as it seeks help from the International Monetary Fund (IMF) to ease its chronic economic problems, diplomatic sources said yesterday.

An IMF team is in Khartoum to discuss ways of bolstering the debt-ridden economy of Africa's largest state amid international concern about heightened tension in the region following the death of Egyptian President Anwar Sadat.

The concern has been fuelled by allegations in Khartoum that Libyan Leader Muammar Qaddafi is plotting the overthrow of Sudanese President Jaafar Numeiri, who has ruled this disparate country of one million square miles (2.5 million square km) for 12 years.

The IMF team today had further talks with government officials after a meeting yesterday between the head of the IMF's Middle East Department, Abdul Shakoor Shaalan, President Numeiri and Finance Minister

Badr Eddin Suleiman. Diplomatic sources said the talks concentrated on terms for a new one-year stand-by credit from the IMF.

Real subsidies on sugar, bread and other staple goods should also be cut, according to the IMF. But the present internal political situation in Sudan is likely to make this difficult, the sources said.

At a press conference on Monday, First Vice-President Abdel Maguid Hamid Khalil charged that Libya was helping to worsen food shortages and other economic problems in Sudan.

And at the weekend, President Numeiri alleged that the Libyans were buying up scarce food stocks in Sudan to transfer to neighbouring Chad and Libya.

More than 12,000 people have been arrested in Sudan over the past eight weeks. The government says that some of them were Libyan agents who were planning a sabotage campaign.

Others were refugees who were not accredited, tramps and common criminals, according to the

government.

Many of them have been sent to the countryside to work on farms and other projects, although the alleged agents are still in jail.

The credit would supersede a three-year financing agreement with the fund for 427 million special drawing rights (about \$480 million).

The Sudanese government is also trying to defer repayment of debts of around \$430 million due to foreign commercial banks, financial sources said.

The sum is part of a \$2.5 billion external debt, built up by a persistent deficit on the balance of payments.

Diplomatic sources said the IMF was pressing the government to bring its official exchange rate of 50 piastres to the dollar closer to the 80 piastre parallel rate available to tourists. A black market rate of 105 piastres is freely available on the streets.

ASEAN states urged to cut down deficit

KUALA LUMPUR, Oct. 21 (A.P.) - ASEAN countries - Thailand, the Philippines, Indonesia, Malaysia and Singapore - must plan to reverse persistent deficit in the payments for services in relation to international transactions, Malaysian Finance Minister Tengku Razaleigh Hamzah said today.

In his speech on world economies and ASEAN tourism delivered by his deputy, Mohammad Najib Razak at the ASEAN Travel Forum here today, Tengku Razaleigh said the plan should include the security of larger surplus on invisibles to sustain a favourable current account balance of payments.

He said the strategy would necessitate the establishment and the expansion of national shipping fleets, aircraft, insurance companies and locally owned international banking facilities.

ASEAN governments had previously recognised the deterioration in the trade balance position and the invisible accounts and had successfully taken measures to broaden the base of exports, he said.

However, only limited success in urging the industrial countries to allow greater access for our competitively priced products to their markets have been achieved, he said.

Mr. Tengku Razaleigh said the merchandise balance of ASEAN countries, particularly of non-oil producing members was expected to deteriorate further prevailing world economic recession, the waning of international demand and increasing trade barriers.

WFP grants food aid to Angola

ROME, Oct. 21 (A.P.) - The U.N. Food World Programme (WFP) announced a grant of \$3,281,100 in food aid for people displaced by South African military in southern Angola, the WFP said.

It said the military action "had aggravated the food situation in drought affected southern Angola."

It said it will send 10,140 tons of maize and edible oil for 131,000 "most seriously affected people" for six months.

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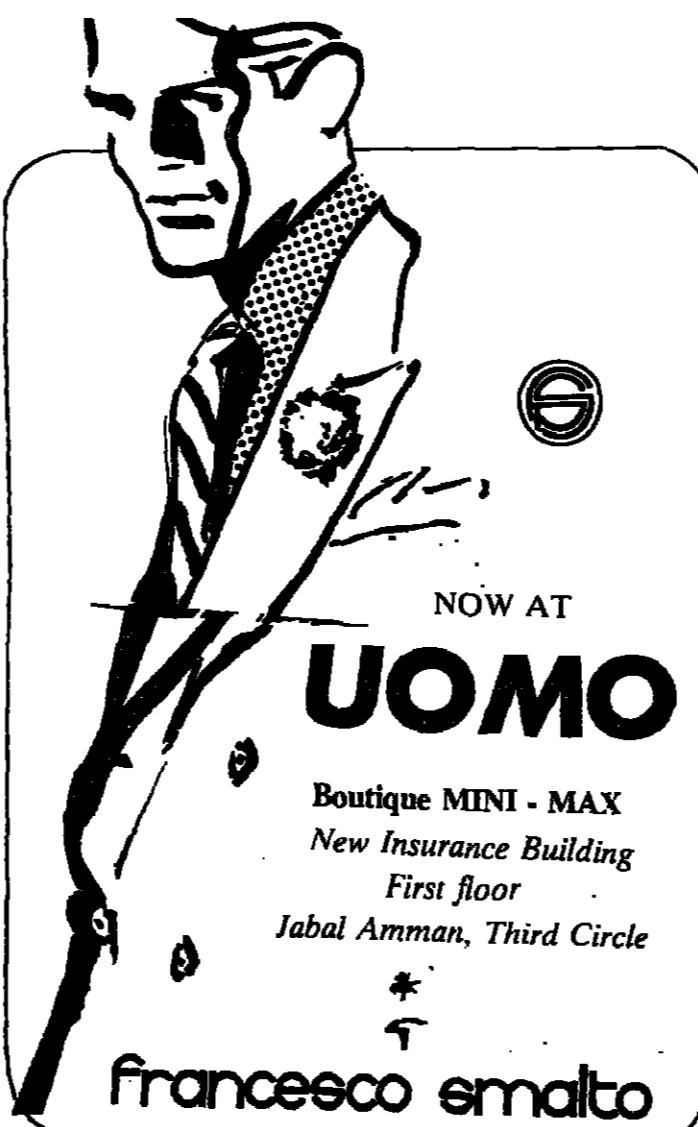
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BY CHARLES H. GOREN
1981 by Chicago Tribune

Both vulnerable. North deals.

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 ♥ QJ6
 ♦ J74
 ♣ AJ2

EAST
 ♠ AK754
 ♥ 73
 ♦ Q98
 ♣ KQ6

SOUTH
 ♠ 2
 ♥ AK9852
 ♦ AK3
 ♣ 943

The bidding:
North East South West
Pass 1 ♠ 2 ♥ Pass
3 ♥ Pass 4 ♥ Pass
Pass Pass
Opening lead: Queen of ♠.

Bridge becomes a relatively easy game when the position of every card is known. Observe South's technique in bringing home this close heart game.

Despite the fact that he held a relatively good hand, South contented himself with an overall of two hearts—at this vulnerability, it showed a good hand. North made a natural raise and South went on to game.

West led the queen of his partner's suit and continued with the jack, ruffed by declarer. Once West had shown up with two spade honors, it became unlikely

that he held another picture card. Thus, declarer's task of avoiding three losers in the minor suits became that much easier to achieve. He could accomplish it either by dropping the queen of diamonds in two rounds or by snaring East in an end play.

The latter possibility was the better chance. To prepare for it, declarer entered dummy with the jack of trumps and ruffed another spade with a high trump. A trump to the queen drew the outstanding trumps, and declarer ruffed dummy's last spade.

The scene was set for the coup de grace. Declarer cashed the ace-king of diamonds, and he did not mind greatly that the queen did not fall. He simply continued with a third diamond. East won the trick but found himself in an uncomfortable situation.

If he returned a spade, declarer would ruff in one hand while discarding a club from the other, so East was forced to attack clubs, and he had to lead an honor. Had declarer carelessly won the king with the ace, he would have had to concede two club tricks. But South allowed East to win the king of clubs, and the defense was rendered helpless. East was left on play with the Hobson's choice of continuing with a club into dummy's major tenace or of conceding a ruff-and-suff. Either way, declarer avoided losing a second club trick, and the contract sailed home.

Poland competes in World Bridge Championships

PORT CHESTER, New York, Oct. 21 (R) — Poland, the first communist nation to compete in the World Bridge Championships, beat Argentina with 17 victory points to three here last night in its first match of the 1981 competition for the coveted Bermuda bowl.

The United States, the defending world champions, suffered an unexpected 14-6 defeat at the hands of Pakistan in the first round but rebounded later in the day to beat Britain 11-9 in a second-round match.

In other play yesterday, Indonesia beat Pakistan 14-6, Britain beat Indonesia 17-3 and Argentina beat Australia 19-1. Poland and Australia both received 24 byes, worth 12 points.

The seven teams are playing a nine-day round robin, with the top four teams going into the semifinals.

After two rounds, Poland leads the standings with 29 points followed by Britain (26), Argentina (22), Pakistan (20), the United States (17), Indonesia (17) and Australia (13).

The women's competition for the world title, symbolized by the Venice cup, also began yesterday with the United States taking an early lead in the standings by beating Venezuela 20 to win one in its second match of the day.

Britain, which earned 12 points for a first-round bye, drew with Brazil 10-10 and Australia scored 12 points for a bye.

The United States leads the women's standings with 31 points, Britain and Australia are tied for second with 22 points, Brazil is fourth with 19 points and Venezuela has nine.

Last bid to save English tour to India

NEW DELHI, Oct. 21 (A.P.) — The secretary of England's Test and County Cricket Board is expected to make a last bid to salvage the threatened English tour of India when Prime Minister Indira Gandhi visits London on Sunday, an Indian cricket official said today.

Johnstone shocks Manson in tennis

MELBOURNE, Australia, Oct. 21 (A.P.) — Young western Australian Chris Johnstone provided the shock of the day when he eliminated American Brant Manson during the second round of the 125,000 Australian dollar miracle indoor tennis championship here today.

Unseeded Johnstone took just 66 minutes for a 6-3 win over Manson.

There was a wide gap in computer rankings between the two when they took the court—Manson held the upper hand with his ranking at 50 but Johnstone made a mockery of the ratings.

Despite an almost complete lack of knowledge of his opponent except for what he picked up in 10 minutes in Sydney last week, and also by watching television, he lost once five games on the way to a quarter final berth. Paraguay's Victor Pecci struggled through the quarter finals with a three set victory over young Australian Wally Masur.

Pecci finally clinched a win 2-6, 6-4, 6-3, after lapsing through the opening set. He now faces Johnstone in tomorrow's quarter finals.

FORECAST FOR THURSDAY, OCT. 22, 1981

YOUR DAILY Horoscope

from the Carroll Righter Institute

GENERAL TENDENCIES: It could be easy to get involved in a confrontation with an associate over a petty matter so make a point to avoid all such likelihood by maintaining a pleasant attitude.

ARIES (Mar. 21 to Apr. 19) Daytime is likely to be difficult except for late afternoon when an interesting person relieves tensions. Express happiness.

TAURUS (Apr. 20 to May 20) Be sure not to react bitterly to remarks made by a careless person. Take steps to improve your health and appearance.

GEMINI (May 21 to June 21) Don't become involved in an altercation between two associates and it will soon blow over. Use care in motion.

MOON CHILDREN (June 22 to July 21) Use extra care in whatever work you are involved in today and get excellent results. Sidestep a spendthrift.

LEO (July 22 to Aug. 21) Keep busy at important business matters and gain benefits. Your mate may be in difficult mood but take this in stride.

VIRGO (Aug. 22 to Sept. 22) Be more concerned with home duties than outside affairs today. Follow all regulations that apply to you.

LIBRA (Sept. 23 to Oct. 22) Put your finest ideas to work and gain the support of associates. Take no risks in travel when it gets dark. Be wise.

SCORPIO (Oct. 23 to Nov. 21) Handle monetary matters wisely now and postpone less important affairs until later in the week. Be logical.

SAGITTARIUS (Nov. 22 to Dec. 21) Study long-range plans and be patient, since they do not come to fruition quickly. Improve your appearance.

CAPRICORN (Dec. 22 to Jan. 20) Be sure to obtain the data you need from the right sources. The planets are now favorable for getting ahead in career matters.

AQUARIUS (Jan. 21 to Feb. 19) Good day to be your gregarious self. Try to understand the problems of others. Avoid one who is too talkative.

PISCES (Feb. 20 to Mar. 20) Carry through with outside chores in an efficient manner and gain added benefits. Plan the future wisely.

IF YOUR CHILD IS BORN TODAY... he or she will be endowed with many talents, so be sure to give a good education that could lead to a most successful life. Teach to be patient since your progeny is likely to be impulsive. Don't neglect religious training.

"The Stars impel, they do not compel." What you make of your life is largely up to you!

FORECAST FOR FRIDAY, OCT. 23, 1981

GENERAL TENDENCIES: A day when you should avoid confrontations with others and to make sure you channel your energy in the right direction. Make long-range plans for the future.

ARIES (Mar. 21 to Apr. 19) You have to be more subtle with higher-ups if you wish to advance in career activities. Make new acquaintances of worth.

TAURUS (Apr. 20 to May 20) Engage in practical matters that could pave the way to added income in the future. Be happy with loved one.

GEMINI (May 21 to June 21) You are able to come to a far better understanding with mate now. Make plans that can bring advancement in your career.

MOON CHILDREN (June 22 to July 21) This a day when you can gain your aims by being more direct. Express happiness with the one you love.

LEO (July 22 to Aug. 21) Try to help close ties who are having problems at this time. Take treatments that will make you feel more dynamic.

VIRGO (Aug. 22 to Sept. 22) Take care of regular routines early in the day so you'll have more time for recreation later. Be poised.

LIBRA (Sept. 23 to Oct. 22) Obtain important data you need from the right sources. Adopt a philosophy that can be good for you in the future.

SCORPIO (Oct. 23 to Nov. 21) Plan what must be done to put your affairs on a more solid basis. Allies can be helpful. Be more grateful.

SAGITTARIUS (Nov. 22 to Dec. 21) Study your position well and know where to make changes that could give added income in the days ahead.

CAPRICORN (Dec. 22 to Jan. 20) Make sure you truly want the pleasures you pursue today and are not wrongly influenced by others. Be wise.

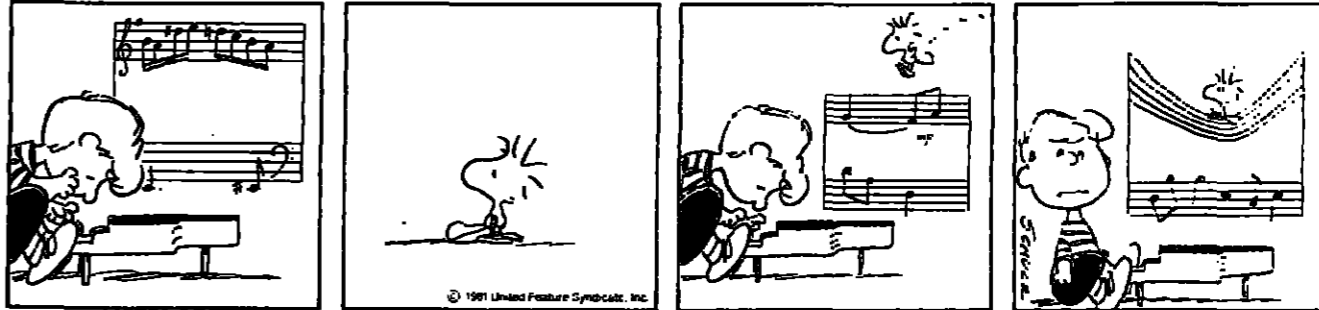
AQUARIUS (Jan. 21 to Feb. 19) Good day to handle practical affairs wisely, so avoid time-wasting friends for now. Strive for increased happiness.

PISCES (Feb. 20 to Mar. 20) Go after personal goals in a sure and steadfast manner and get excellent results. Be more cooperative with associates.

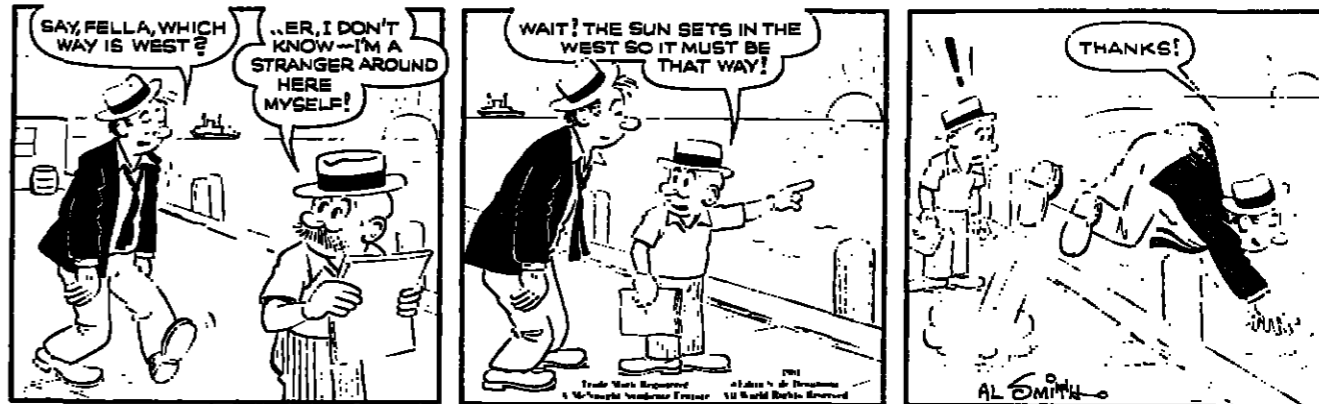
IF YOUR CHILD IS BORN TODAY... he or she will know how to put energies in the right constructive channels and there could be much success in lifetime. Teach to be openminded and to take an interest in sports. There is musical talent in this chart.

"The Stars impel, they do not compel." What you make of your life is largely up to you!

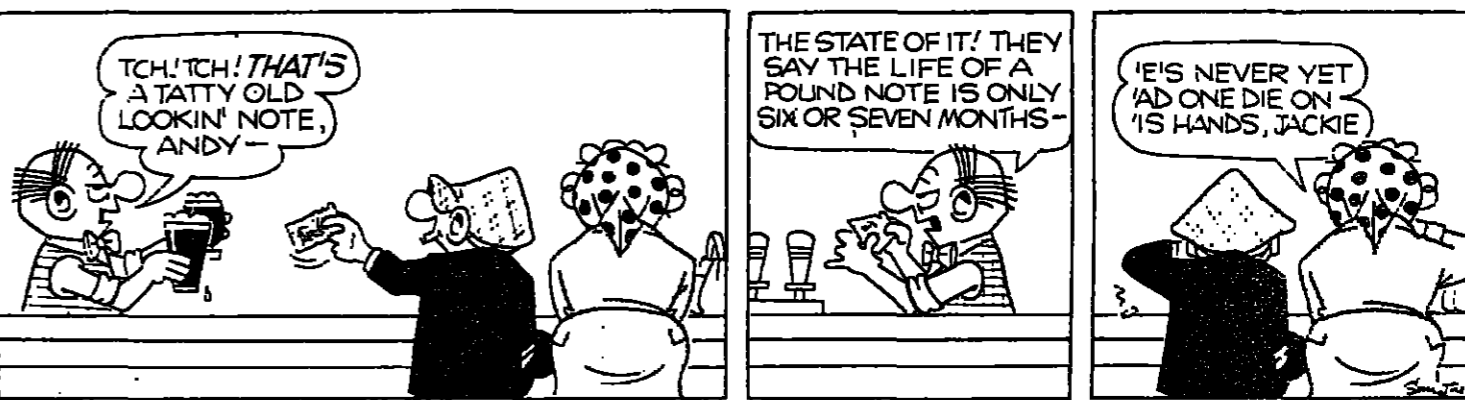
Peanuts



Mutt 'n' Jeff



Andy Capp



THE BETTER HALF By Vinson



"Mrs. Parker, you're ALIVE! When your account wasn't overdrawn, I feared the worst!"

JUMBLE THAT SCRAMBLED WORD GAME by Henri Arnold and Bob Lee

Unscramble these four Jumbles, one letter to each square, to form four ordinary words.

GEBOF

SYDOM

HARTOU

DENORM

Now arrange the circled letters to form the surprise answer, as suggested by the above cartoon

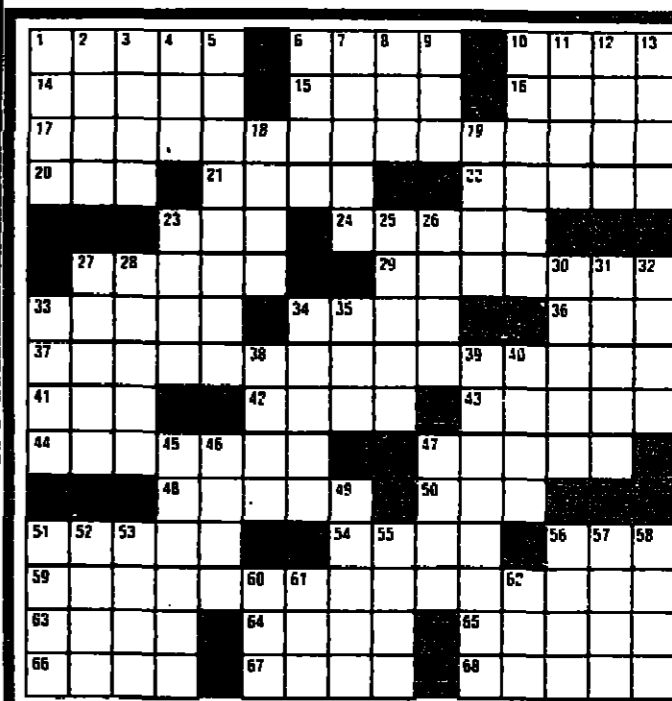
Print answer here:

(Answers tomorrow)

Yesterday's Jumbles: PANSY TARRY ENTAIL GAMBIT
Answer: What you have to get when you want to start making love—A LITTLE "GAL-AN"-TRY!

THE Daily Crossword By Emory H. Cain

ACROSS	33 Digging implement	54 Transportation system	23 European juniper
1 Indian princes	34 Greek promenade	56 King or mode	25 "With — in my heart"
6 Molt	36 Gershwin	59 Advice for an eager beaver	26 RBI or ERA
10 Coarse file	37 Flees from the law	63 Robert —	27 Rush of words
14 Nautical command	41 French season	64 Tiger city	28 Captor
15 "Thereby hangs a —"	42 Common heather	65 Pilotless plane	30 Heaped
16 A Raines	43 Rugged crest	66 GI's meal	31 Emulate
17 Ultimatum	44 Millet	67 Take — view	32 Make less
20 Beverage	47 Base stealer's forte	68 PGA great	33 Let it stand
21 — Le Moko	48 Diminish	DOWN	34 Be frugal
22 Early Britons	50 Honest —	1 Pro —	35 Ship weight
23 Book man	51 Shoe or moon follower	2 Of grand- parents	38 Hip bones
24 En — (together)		3 Le Motta	39 Early weapons
27 Small booth		4 Gyn's mother	40 One of five
29 Olla		5 Uses dots to engrave	45 Consorts of 1 A
		6 Street sign	46 Support
		7 Seraglio	47 "In cor- pore —"
		8 Building wing	49 Fragrant oleoresin
		9 Ruby or Sandra	51 Part of a watch
		10 Look over the troops	52 Healthy
		11 Guinness	53 DDE et al.
		12 Gash	55 Bit of news
		13 Light blows	56 Lily plant
		18 Duck	57 Turner
		19 It's near a nave	58 Fired
			60 Gershwin
			61 Up-to-date
			62 Sea bird



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JORDAN TIMES
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Weapons for all: (Billions for the makers).
Supermarket in death: (All with cover story on international arms trade).
Cancun: More trade, less aid, says Reagan (with report on North-South summit).
New man in Cairo: (The problems facing Hosni Mubarak).
Guerrillas in the suburbs: (Correspondent reports on Afghanistan).

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Location: Shmeisan.

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JORDAN TIMES

AIRLINES TRAVEL & TRANSPORT SUPPLEMENT

October 25, 1981

Produced by
IRSHAD NAJAM

Arab Wings' contribution to civil aviation

By Phyllis Hughes

Businessmen on expense account visits are the big spenders as far as the airlines are concerned. They are the ones who travel first class, who use Concorde, who are prepared to pay a high price because their time is valuable.

To some their time is worth so much money that they cannot afford to wait around for scheduled air flights - and this is the market that was spotted and filled by the Arab Wings business charter company.

H.M. King Hussein was the first Arab leader to conceive such an idea of executive flying jets. He is indeed the pioneer of civil aviation in Jordan - in fact in the Middle East.

Arab Wings was set up in 1975 when it became apparent that Western businessmen need to get to the important Gulf States in a hurry.

They provide an exclusive jet service for any businessman or VIP who needs his own plane standing by.

Capt. Jones, executive vice-president of Arab Wings, said 95% of their trade was with businessmen.

The businessman needs only to telex the Arab Wings office at Amman airport and he will be collected without delay and taken to his next destination.

He may need the plane to take him from Amman to Jeddah in the morning and then on to Riyadh in the afternoon.

Such a service obviously isn't cheap. High safety regulations for aircraft mean that equipment has to be double checked before being used. This makes it expensive to buy aircraft and equally expensive to maintain it.

Arab Wings estimate that the three Sabreliners and two Learjets currently operated by the company cost at least U.S. \$1 million a year to keep.

With such high overheads, plus the exclusive service of a pilot waiting on your demands, Arab Wings charge a minimum of U.S. \$1800 - with the minimum trip billed as one hour.

"The cost doesn't even compare with the first class scheduled air fare, even for the maximum of

eight passengers that we can carry," said Arab Wings.

"But for these businessmen time is money and that is more important."

"Operating an aircraft is extremely expensive and they have to pay for that."

He did not exaggerate. The stores of spares at the Arab Wings hangar at Amman Airport house around U.S. \$1 1/2 million worth of equipment. "If a car and an aeroplane both have a similar piece of equipment the aviation one will be much more expensive."

"For any spares you can just add three noughts to the regular price," added the spokesman.

In order to keep costs down the company has pared its staff to a minimum of 60.

The six expatriate captains of the Arab Wings total between themselves an experience of 225 years accident-free flying.

Most of the customers are in the mining, banking and oil businesses.

The company carries out all its own maintenance work, such as the regular overhaul required after 100 hours flying, and up to major repair jobs. They also maintain the 15 planes of the Jordanian air academy.

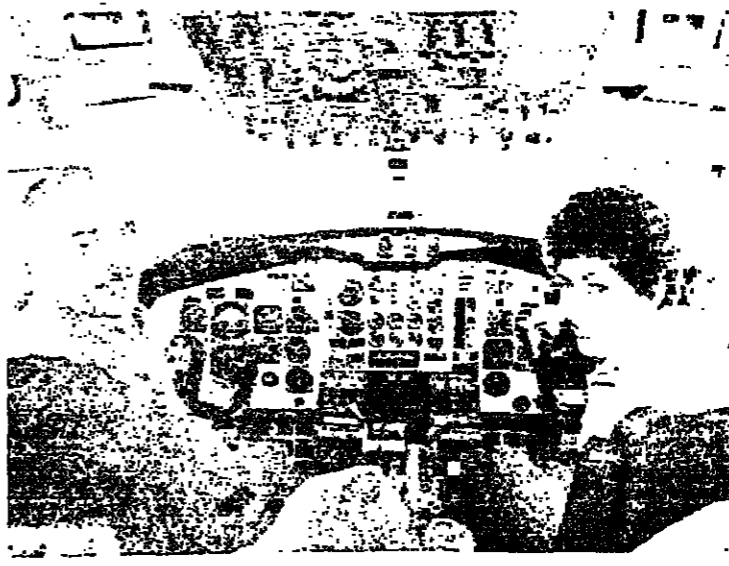
Arab Wings said they aimed to expand this service into a full aircraft management service.

"An aeroplane is a big investment. It may cost U.S. \$5 million to buy and as much as U.S. \$1 million a year to actually run. We will offer a service where by if someone wants to buy the plane we will operate it for him."

"We believe we could offer a better deal for many owners who currently have their aircraft maintained in Switzerland. We could do the same work for a fraction of the cost."

Arab Wings is proud of the fact that the company has managed to peg its prices since January 1980 despite rising costs and the continually soaring cost of fuel.

"We are considerably cheaper than similar European companies but we decided to keep prices down because we want to attract more customers," said the spokesman. Arab Wings has the advantage



King Hussein ready to pilot a 747 Boeing.

over its European counterparts of charging a flat rate for their services. The figure quoted to the customer is the final cost of the trip - not boosted by "extras" such as airport taxes.

The company initially operated three model 23 Learjets. As business increased they were replaced by 35A models. The aircraft can carry a maximum of 8 passengers and is equipped with radar, long range high frequency communications, long range navigation equipment, a toilet and a cold galley.

The Sabreliners are slightly roomier and more popular with businessmen coming to the Middle East. The cabin interior is luxuriously appointed and is nearly twice the size of the Learjet. Hot meals can be served and there is a private toilet.

Arab Wings' staff are split between six departments, which include aircraft maintenance, ground operations, flight operations, finance, administration and marketing.

For those who cannot stretch to their own personal jet service, they will pick one of the 25 or so airlines which run scheduled flights to Amman.

One of the major ones is British Airways who currently operate five services a week between the United Kingdom and Jordan.

Manager Mr. Richard Gooding said that their passengers were

50% businessmen and 50% tourists or relatives of expatriates living in Jordan.

During the coming year they hope to boost their tourist business when the British Airways owned Sovereign Package Holiday company introduce up-market vacations in Jordan.

They will be offered from October 1981 and form part of the current five-year plan drawn up by BA to meet travel needs to this part of the world.

For Jordanians who wish to travel to the UK, BA already run inclusive package holidays. "London is still the prime European destination from Jordan," said Mr. Gooding.

"Many Jordanians have money, friends, businesses, or property in the U.K." Demand is so great that most of the scheduled

European airlines continue their services to terminate in London.

With the world-wide recession and fierce competition among airlines, BA is aware that it must maintain its standard of service to attract customers. In line with this they have introduced the new Club class on their flights to passengers paying the full economy fare. These travellers are separated from those paying an excursion rate, and they enjoy free drinks, free headsets and a choice of main course during the flight.

British Airways also are upgrading their first class service to keep pace with more discriminating passengers' demands. All their 747 aircraft are fitted with sleeper seats in the first class compartment a service that will be introduced on the Amman route next April. Catering has been improved and cabin crew are specially trained.

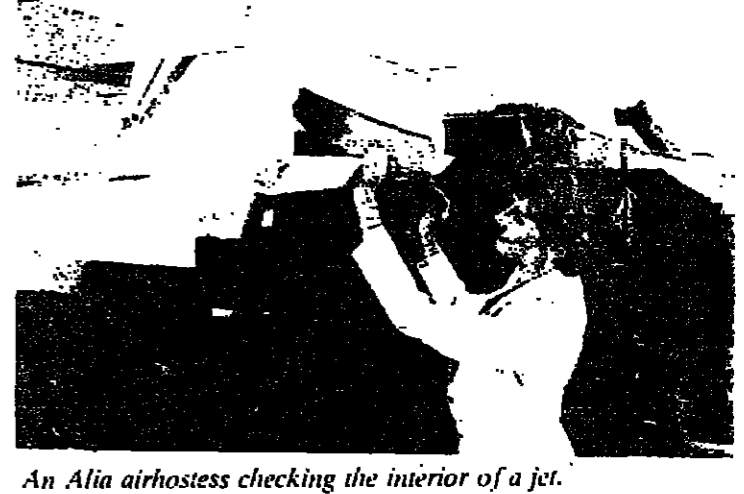
Saudi Airways have eight flights every week to Amman. Last year they had 45,000 passengers leaving Jordan, of which 36,000 used scheduled flights.

Most of their business comes from Jordanians travelling to the Gulf for their work as teachers, engineers, or labourers. Mr. Sa'eb Weida, deputy director of general administration for the airline, said they hoped to increase their number of flights when the new Queen Alia Airport will open.

For the German airline Lufthansa a slightly more than half their business is from tourism. They operate from Frankfurt four times a week.



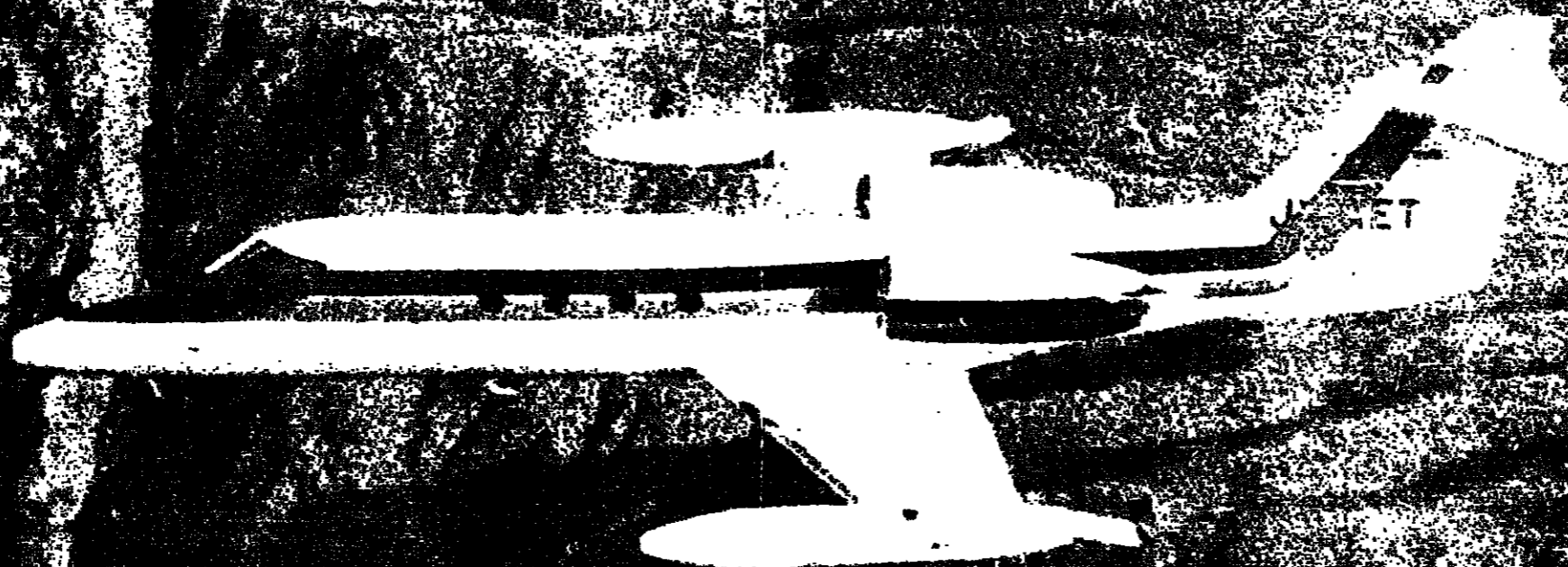
A doctor and nurse monitor a patient's condition during an Arab Wings flying ambulance flight.



An Alia airhostess checking the interior of a jet.

arab wings

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SAUDIA FLIES WITH FLYING COLOURS!

It was 36 years back—1945—SAUDIA began its operation when H.M. the late King Abdul Aziz bin Abdul Rehman Al Faisal Al Saud, the founder of the Saudi Arabia, ordered two more DC3 aircraft besides the one presented to him by President Roosevelt of the United States.

The fifties, sixties and seventies saw the phenomenal progress of SAUDIA. Today it's the largest national airline of the Middle East—owning a fleet of 80 aircraft out of which there are 17 Lockheed L 10 11 Tristar Jetliners besides many Boeings.

SAUDIA carried about 10 million passengers in 1980 compared to 681,000 only in 1971. It's some progress!

The rapid growth in the Saudia fleet from a total of 24 aircraft in 1973 to 63 owned and 14 chartered aircraft in 1980 has placed a severe strain on the two thousand men in the highly-responsible Technical Services Division, especially because inspection of equipment used on Saudia aircraft invariably carried out to standard far higher than those required by civil aviation authorities or aeroplane manufacturers.

Passengers and staff have a right to know that more than one

riyal out of every seven received by Saudia is allocated for the essential task of maintenance, even to equipment that we hope will never be used, such as liferafts and life-jackets.

Self-sufficiency in maintenance is rapidly being realised within Saudia, and maintenance training courses are being stepped up for more and more key personnel.

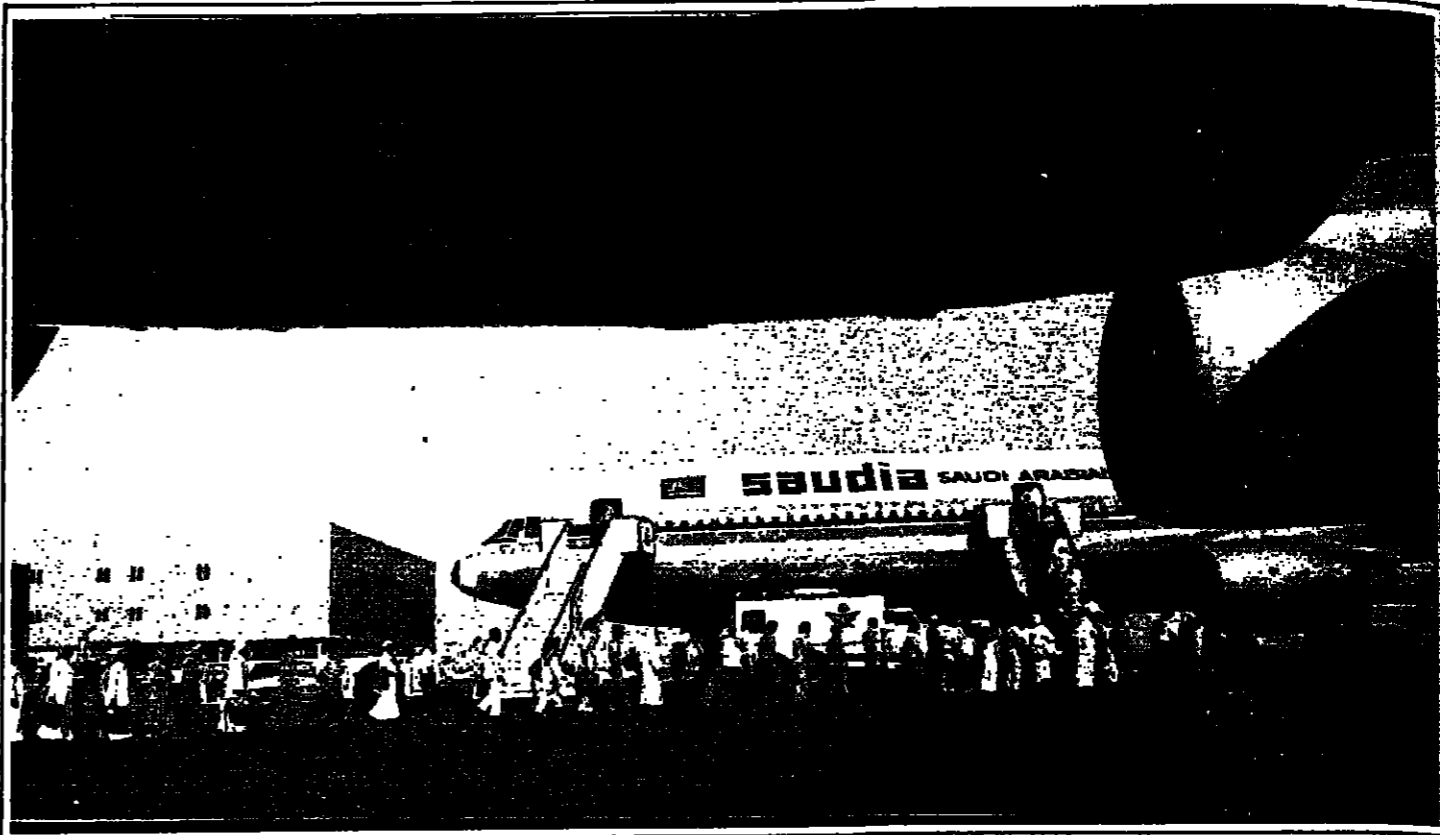
In a given year, more than 700 hangar visits will be made by Saudia aircraft for routine checks, modifications and repairs.

The Director General of Saudia, H.E. Ahmed Matar, sums up the advance of his airline in the following words: "Every so often it is pleasant to break off from the daily round of duties to look back and consider what has been achieved, and what remains to be accomplished. The thirty-fifth anniversary of a flag airline's foundation seems an appropriate time to do this.

The Kingdom of Saudi Arabia has changed a great deal in that time, and the flag carrier has changed with it, but our quest for success has not hindered our determination to offer the best possible service in all fields, at any cost.

This celebration of our 35th anniversary indicates the varied rate of progress achieved by Saudia since its foundation, from the low-key but steady advance of the late 'forties and the 'fifties, to the consolidation of the 'sixties, and expansion of the early 'seventies, to the vertiginous upward swing of the last five years.

During the next few years we hope to improve services on existing routes and expand to new European, Far Eastern, and North American destinations. By 1984 WE FORECAST A PAS-



SENGER TOTAL OF 15 million, or double the figure for 1979. Having only recently inherited the exciting responsibility of managing an airline in such a dynamic stage of development from a very exceptional man, H.E. Sheikh Kamel Sindi, we hope, with God's help and the continued leadership of H.R.H. Prince Sultan Bin Abdul Aziz, to be able to attain even loftier objectives. Our Corporation is after all primarily not profit-oriented but service-motivated: we serve the people of Saudi Arabia, the Pilgrims coming to fulfill their religious obligations, and the international community at large. Those of our passengers who have flown with us for ten years

or more are perhaps the best of all witnesses to the truth of this statement. There is, despite the inevitable minor shortcomings, no area of operation or passenger relations that has not been enhanced, gradually but significantly. Humbly acknowledging that perfection is for God alone, we shall strive ceaselessly, under the guidance of our national leadership and with the co-operation of our dedicated personnel, to improve Saudia in every way. Having achieved our rightful place in the ranks of world airlines, let us maintain and consolidate this position in such a way as to form a standard by which other are judged".

MICHAEL HAMARNEH

talks to the Jordan Times

Interviewed by Irshad Najam

(Mr. Michael Hamarneh is director general of Ministry of Tourism, Jordan.)



Question 1 Jordan and the land surrounding it had always been blessed with various prophets -- Did this fact help your tourism department -- and to what extent?

Answer: Yes, indeed, Jordan has been part of the Holy Land -- out of the prophets who came through the history of mankind many were blessed to this part of the world. And this fact has indeed helped our tourism. People from the West and East, Christians and Muslims, have been coming on pilgrimage to the Holy Land. Till 1967 this was our main selling point in marketing Jordan abroad. After 1967 we have been marketing Jordan as a "gateway" to the Holy Land.

Q. 2 When Jordan became independent how much was the flow of tourists then and now?

Answer: We shall quote the figures of the foreigners who visited Jordan since 1952:

1952	35,000
1955	85,000
1960	132,000
1965	501,000
1966	617,000
1971	256,000
1975	707,000
1980	1,635,000
Jan-July 1981	831,651

Breakdown of the nationalities which visited Jordan during 1980:

77.74%	Arabs
6.03%	Non-Arabs from the Middle East & Asia
9.23%	Europeans
5.14%	Americans
1.86%	From the Far East & Australia

Mode of travel to Jordan by the foreigners during 1980:

72.9%	By road
24.5%	By air
1.1%	By rail
1.5%	By Sea

Q. 3 What steps have lately been introduced by your department to attract more tourists?

Answer: In 1967 war with Israel -- we had lost nearly more than 90% of our assets on the West Bank of Jordan -- developed religious and historic sites, trained manpower, our bus company and many hotels. And at that time there were only two hotels in Amman. So during 1967-73 nothing much was done in the field of tourism because the priorities were different. The government of Jordan had its hands full with the influx of refugees from the West Bank and there were other innumerable humane problems connected with this tragedy. But after 1973, the economy of our country started picking up. By 1973 we had 17 hotels in the East Bank -- and today there are 87 hotels -- an increase of more than 500%. Also the historical and archeological sites in the East Bank needed developments and we began developing these sites -- especially at Petra and Jerash. In Petra we will soon have a first class hotel by the beginning of the next year. In Jerash we have already done a lot. The most important is the new rest house. A sound and light project at Jerash will be commissioned next month. In Aqaba, by 1973, we had only one hotel. After 1973 we began working on all fronts of tourism -- Marketing Jordan as Aqaba, the sea shore full of sun and unexplored treasures. We had succeeded in 1977-78 in bringing masses to Aqaba from Europe. And today I can say without any hesitation that Aqaba is a more known sea shore in certain areas of the world. Then we started selling Jordan triangularly: Aqaba-Petra-Wadi Rum. We have recently built a rest house in Wadi Rum. During the second five-year development plan we shall be working on attracting the private sector to come with us to Wadi Rum for developing there some facilities like motels. Some travel agencies are

now specializing in conducting tours to Wadi Rum only.

In the south of Jordan, Amman has bloomed into a metropolitan city in the recent years. In Amman, we have now half day or full day tours, which take the tourists to Madaba, Jerash and Azraq. In Azraq we have a good restaurant now and other facilities are being envisaged there to beautify the area. A road is being built connecting Azraq with the Desert Castles. This road will be hopefully completed in the next two years.

Also we have full backing and co-operation of the Royal Scientific Society (RSS) in presenting and preserving the historic monuments. We are working hand in hand with the RSS to safeguard the swamps -- marshes in Azraq by fencing around them to prevent animals from going into them. During the next five years Azraq will be another touristic attraction here.

We have recently established a company which is going to plan for the development of hot springs in Zarqa Ma'in -- a 4-hour travelling distance from Amman. The historical places and the hot springs in Zarqa Ma'in date back to the times of King Rhodors when Christ was born. We have studied the area and a feasibility report was conducted by this ministry. It has already invited tenders to build a complex of facilities in Zarqa Ma'in to attract regional tourists. We expect this complex to receive guests after 32 months.

In the north, the archaeological department is doing a lot of digging in Jerash. In the present economic plan of Jordan a special stress is being laid on Jerash, whereby we plan to draw the attention of the world universities to this ancient city built by the Romans. We are already negotiating with the local and international tour operators about this project.

In the Jordan Valley -- a master plan was completed for the whole area this year in conjunction with the Jordan Valley Authority. A site has already been chosen where the ministry of tourism plans to work -- Zara on the east bank of the dead sea with its 35 hot springs will be an ideal spot. We haven't still decided about the facilities we are going to provide there: a medical complex or a medical-tourist attraction: The government of Austria is interested in this project and is helping us in reaching a well balanced programme. In 1982 -- a feasible study of Zara will be conducted and then an engineering study. We are definite that within the next five years Zara will be on the touristic map of Jordan.

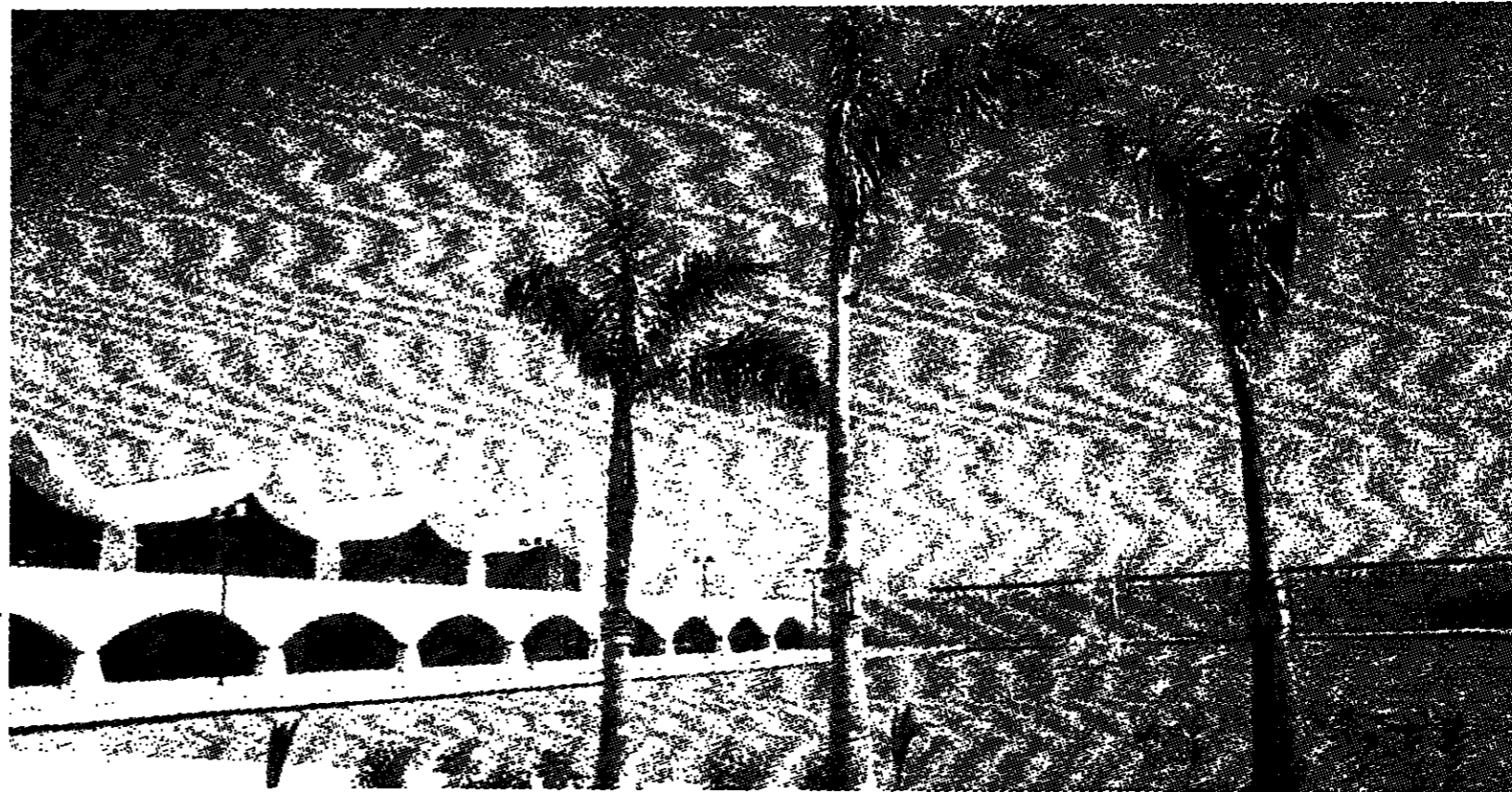
The second phase of the Jordan Valley's development will be the restoration of its Islamic historical places -- as we know a good number of the early muslim leaders died here while preaching the Islamic ways of life. They were all buried in the Jordan Valley.

Then there is Tabqat Fahil in the valley. It was a city flourishing and thriving with life until the early period of Islam. It's buried by an earthquake. This city is being dug now and it overlooks the valley. A beautiful site and we are planning to have a rest house there too. The hotel industry will be further developed here by the Jordan Hotels &

Continued on Page 5



KERAK--where Salahuddin Ayubi fought with the Crusaders.

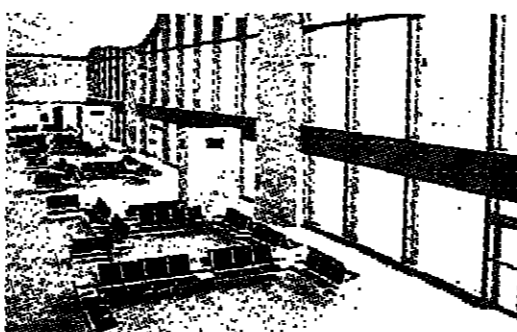


The beauty of our new terminal is the time it saves you.

The world's largest and most modern airport will be opening in Saudi Arabia.

It's the new King Abdulaziz International Airport at Jeddah.

Covering an area of over forty square miles it is a beautiful and outstanding architectural achievement.

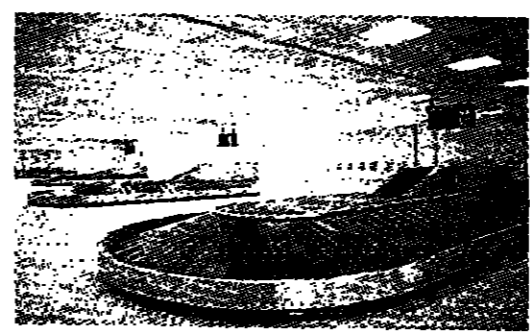


But fly in on Saudia, and it will really seem quite small. For we have our own

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take you to and from the planes in air-conditioned comfort.

The terminal itself has also been designed to make your journey smoother.

For quite apart from its 2,000 direct dial international lines and sophisticated baggage handling facilities, the interior provides a pleasant atmosphere in which to relax.

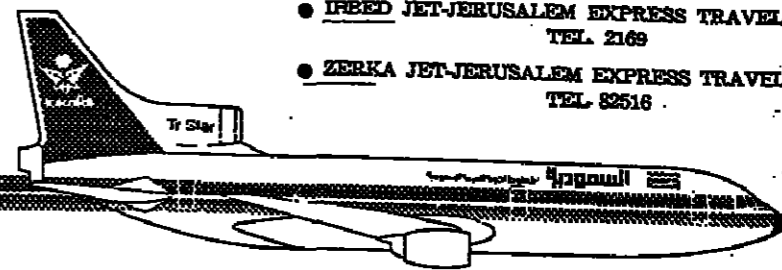
So when you're flying to Jeddah, fly with Saudia to our new terminal.

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- ZERKA JET-JERUSALEM EXPRESS TRAVEL TEL. 82516



Handwritten signature or note at the bottom of the page.

ALIA'S STORY OF SUCCESS

By Irshad Najam

ALIA, The Royal Jordanian Airline's story of success is no fantasy of 1000 Arabian Nights... it's a story of hard labour, endeavour of dedicated men, foresightedness of its executives and operational efficiency of its technocrats.

And the story started back in December 1963 when H.M. King Hussein invited an aeronautical engineer, Ali Ghandour, a former head of technical support for the now-defunct Lebanese International Airlines, to form a Royal Jordanian Airline. Today 18 years later, its Chairman & President Ali Ghandour and ALIA are the two sides of the same coin. The two cannot be separated. Ali Ghandour and his team have transformed ALIA into a \$150 million airline virtually overnight.

The airline which 18 years back started its operations with a fleet of one Douglas DC 7 and two Handley Page "Dart heralds" leased from the Royal Jordanian Air Force, today owns 18 aircrafts: 3 Boeings 47-200, 7 Boeings 707-320C, 1 Boeing 720-B, 6 Boeings 727-00 and one Lockheed L-1011-500.

Over the past eight years, while the world's airlines were averaging 6% growth, ALIA has been expanding at a 31% rate - better than five times the world average. Operating profit for the year 1980 was JD 5.32 million up by 24.4% over 1979. The progress achieved and reputation earned by ALIA all over the world is considerable in spite of the unstable political environment we live and operate in compounded by galloping inflation and tough competition.

ALIA had Beirut as its first international destination during its infancy. Cairo, Kuwait and Jeddah were later added to the itinerary. But ALIA now serves 36 destinations in four continents of the world.

Passenger traffic

For the first time, last year ALIA surpassed the one million passenger mark. In 1980 it carried 1,112,556 passengers recording an increase of 21.6% over the previous year. Each day in 1980 it carried an additional 500-plus passengers than it did on an average in each corresponding day of 1979. Largest number of passenger travelled on the Cairo route followed by the U.S.A. route.

Available seat kilometres increased by 24.1% from 3664 billion to 4550 billion in 1980. On the other hand revenue passenger-kilometres increased by 22.35 to 2.611 billion registering a nominal drop of 0.9 percentage points in the passenger load factor. Major increase in passenger traffic was achieved on the U.S.A. route (49.1%) followed by 25.3% on the Middle East zone.

paid in Alia rose from JD170,400 in 1964 to JD 11,092,923 in 1980. Manpower has been the main basis for activating the wheel of progress in the social and economic fields in Jordan and its neighbouring countries. Being instrumental to the development of ALIA which established its first training centre in February, 1972 to offer professional training to its employees to increase their

all the five continents, projecting Jordan folklore through various groups, moving the art and cultural exhibitions of Jordan to all the nooks and corners of the world, have been some of its activities to promote the cause of tourism.

Moreover ALIA has been investing in several hotel construction projects as a share

solidation as it improved its market shares and load factors to healthy economic levels in all major areas of operations. 1981 too has seen ALIA develop its share in the market by offering more capacity to the existing points. It is planning to serve and commence operation to many new points in Europe.

Subsidiaries of ALIA

Complimentary services are a must for the improvement of international passenger traffic and tourism in any country. Realising the importance of this vital factor ALIA management has been sharing with other concerned establishments in some of the major hotel construction projects through capital investment. It already has shares in the following hotels: Holiday Inn in Amman and Aqaba and Arab International Hotels, besides it plans to have shares in different touristic projects in the future.

ALIA's duty-free shop has become a major feature of Amman's international airport. It's always well-stocked with a large variety of products that suit the tastes of the travelling public. Sales of ALIA's duty-free shop amounted to JD 1.5 million in 1980.

Arab Wings

Arab Wings is the Arab World's only executive jet charter com-



New uniforms of Alia's airhostesses.

pany, whose capital is subscribed 88% by ALIA and 12% by the government of Oman. It was founded in 1975 to meet the



A pursers training course of Alia.

needs of the booming economic activity in the Middle East and to facilitate travel for business men, government officials and others those need immediate and speedy transportation. (More about Arab Wings elsewhere).

Royal Tours

In order to provide better services to the tourists and promote tourism to Jordan, Royal Tours has been established as a tour operator agency. Its activities also include outgoing tours from Jordan. It is subsidised by ALIA. (More about Royal Tours elsewhere)

Arab Air Services

This wing of ALIA provides advisory skills in aviation field in Jordan and Middle East in all aspects of flying such as: management, computer, engineering, etc. ALIA's share in this subsidiary is 100%.

ALIA's share in the Far East, Tourism & Travel Co. Ltd. is 50%. Its purpose is to promote and facilitate travelling to/from Far East.

ALIA has 6.6% share in the Jordan Express Travel Co. Ltd. (JETT) the land transportation project which was founded to provide convenient land transportation to the tourists in Jordan and to the neighbouring countries.

The Simulator Project is 100% owned by ALIA. It offers technical training for two types of aircrafts which ALIA's fleet owns. (Boeing 707 & 727) Trainees from Jordan and the Middle East mainly benefit from it.

The Royal Falcons were established in 1977 with two Pitts aircrafts, but today owns

Pitts aircrafts, but today owns four aircrafts. It performed various aerobatic shows in Jordan and throughout Europe. This activity has positively contributed to the image of ALIA and Jordan.

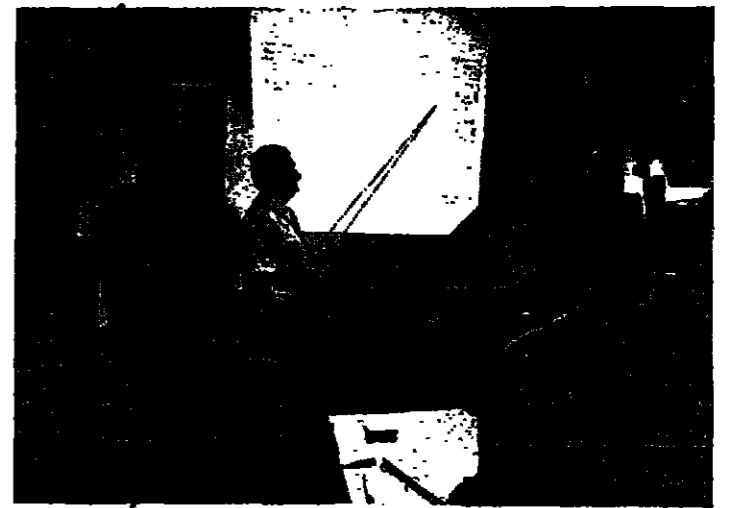
The ALIA Boutique was established in December 1979 as an advertising tool to ALIA. It introduces ALIA through displaying and selling advertising items to the public with the cost price.

In short ALIA today is one of the Third World's fastest airlines - flying the Jordanian banner with pride - and achieving continued progress in all operational fields. ALIA looks back on its eighteen years of performance with gratification not merely due to the steady progress achieved in the field of air transport but also for the fact that ALIA has played an increasing role in the national development of Jordan.

"Finally, I wish to express our personal gratitude to His Majesty King Hussein for his inspiration and guidance, to the government of Jordan for its encouragement, to Jordanian public for its patronage and to our employees for their dedication and hard work."

Silver linings for ALIA

What is the outlook of ALIA?



An engineering training course is being conducted.



H.M. King Hussein on one of his routine visits to Alia with Chairman & President Ali Ghandour.

Demand on the transatlantic route was most encouraging. Rapid growth in economic activities in the Middle East gave impetus to the traffic of this region. Next highest growth of 16.6% was recorded on the North Africa route, covering Tripoli and Tunis, mostly frequented by expatriates and tourists respectively. Traffic on the European routes showed a healthy growth of 11.3%. And growth on the Gulf and the Far East routes ranged modestly between 5 and 6 per cent over 1979.

Personnel & training

A constant increase of number of employees was necessary to cater for the continuous growth of ALIA during the last eighteen years. Number of employees rose from 250 in 1964 to 3,893 in 1980. Salaries

productivity and develop their skills. In 1977, ALIA's operations department established a technical training division to meet its increasing demands of expansion which depends to a great extent on the human factor. 81 commercial training courses were held in 1980 - 20 courses more than 1979. 737 trainees graduated from these courses in 1980 - 94 trainees more than 1979.

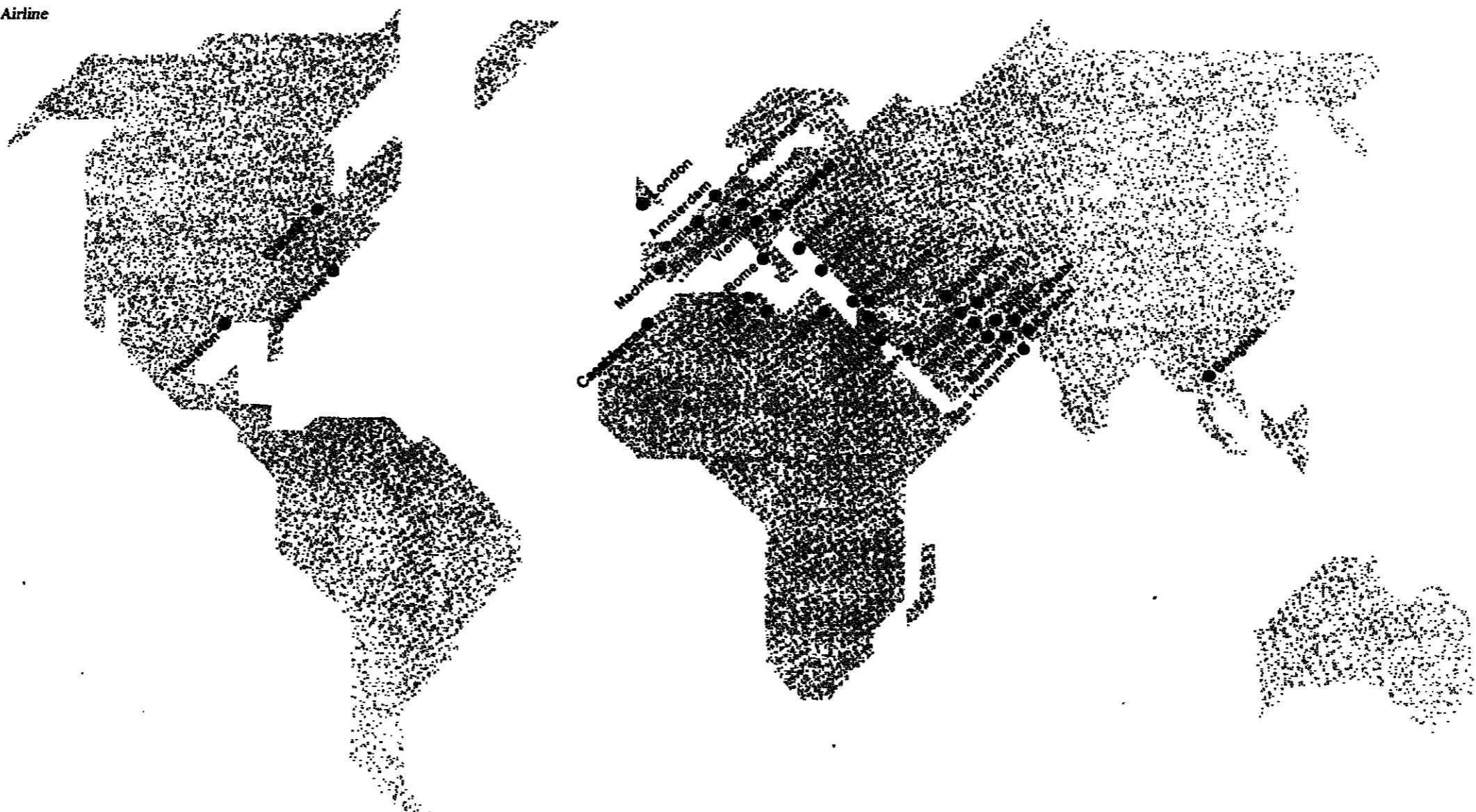
Role in tourism

ALIA has been recruited for promoting tourism of Jordan since it came into being. It has been co-operating with the authorities concerned to sell Jordan as an important tourist centre. To help further the cause of tourism here ALIA has been using all its offices abroad as tourist agencies too. Publicizing Jordan in the media of

holder to facilitate accommodation for tourists. During the last two years mass tourism has been encouraged here and a re-evaluation of Jordan's tourism policy is demanded as ALIA believes them to be the only gateways for the survival of Jordan's tourist industry. In 1980 number of tourists was 1,419,696 recording an increase of 5.7% over 1979. Income from tourism, on the other hand, has reached JD 160 million recording an increase of 20.8% over 1979. ALIA will be pushing this sector ahead as more tourists will be visiting Jordan through new destinations in Africa, South America and the Far east in the future.

ALIA's traffic forecasts and route network are carefully planned to achieve the desired level and profitability. The year 1980 was a year of con-

Alia: The Royal Jordanian Airline



TODAY ALIA'S ROUTE NETWORK IS THE MOST EXTENSIVE OF ANY MIDDLE EAST CARRIER EXTENDING FROM BANGKOK IN THE EAST TO HOUSTON IN THE WEST



AQABA - THEN AND NOW

THE role of the port of Aqaba as a vital commercial centre dates back to earliest history. Back to the ancient Sabeo Himyrite civilisations of Southern Arabia when the then flourishing states of Petra and Palmyra first recognised the port as an important connecting point for trade between Syria and Arabia. Ever since, Aqaba's strategic position has kept it at the centre both of the commercial life, and of the history of the area.

Archaeological finds show that the area between Aqaba and the Dead Sea was once an important copper mining centre, and that the metal was shipped abroad through the port of Aqaba. Today, Jordan's massive phosphate industry is centred in the same area, and again, Aqaba is the port through which the phosphates are shipped. Who can say what other mineral deposits may lie untapped in the rock of Aqaba's past history?

Aqaba was also at the southern end of the great road built by the Roman Emperor Trajan. The road linked Aqaba with Damascus via Amman, and like everything the Romans built, it handsomely withstood the ravages of time. A part of it, well graded and dug from the hills of central Jordan, is still used today. Even a number of Roman "milestones" still remain, and show in clear Latin the distances between Petra and Aqaba.

Archaeologists have also uncovered the remains of an old Christian church in Aqaba, apparently dedicated to St. Theodore. The Caliph Omar is said to have visited the town in 639 A.D. at the invitation of the Bishop of Aqaba. And not long after the death of the Prophet Mohammed, the great Moslem general Amr Ibn El-As based his armies in Aqaba and there drew up his plans for the conquest of Egypt and Palestine. Ever since, Aqaba has been used as a starting point for Moslems taking part in the annual pilgrimage to Mecca.

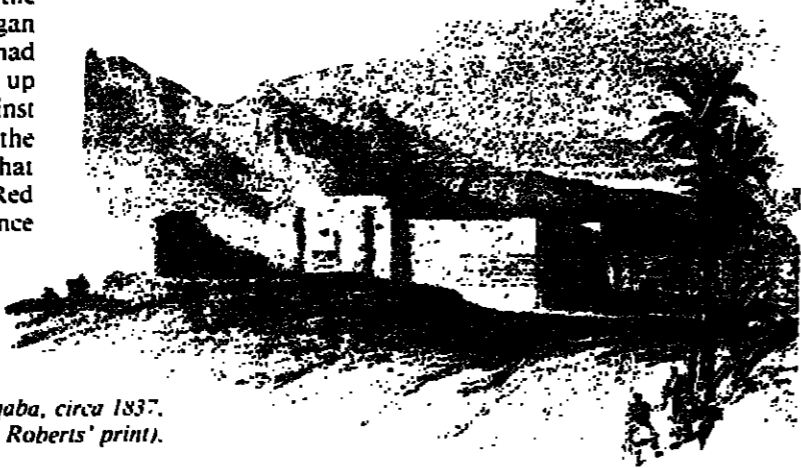
But when the trade routes shifted during the Middle Ages, Aqaba's strategic importance began to decline. By the 16th century the town had slipped into peaceful obscurity, and only woke up again during the flurry of the Arab revolt against the Turks in 1916. Led by Sharif Hussein, the Grand Sharif of Mecca, the rebels realised that whoever held Aqaba also held the key to the Red Sea. So with the help of the legendary "Lawrence of Arabia", they occupied the town in 1917.



Nothing much more was heard of Aqaba until after the Palestinian War when Jordan was cut off from the Mediterranean. Today the port is a busy commercial centre, and expanding rapidly. Fifteen years ago, it could handle only two or three ships a month. Today, more than 150 ships are unloaded at the new docks each month, either by container "roll-on roll-off" facilities or by lighters.

Throughout time the legendary name of Aqaba has appeared, disappeared and reappeared in the pages of Middle Eastern history. To scholars of the Bible and the Koran, to historians, Arabists and archaeologists, to soldiers, sailors and military strategists, Aqaba has meant many things to many men.

Aqaba today has a new strategic importance as modern Jordan's only sea port. To the trader, Aqaba means business. For the tourist who sees its modern hotels, its crystal clear waters and the smoky mauve mountain backdrop, Aqaba holds out a new promise. For everyone, Aqaba has reappeared.



The old fort at Aqaba, circa 1837. (From a Roberts' print.)

AMIN KAWAR & SONS

Amin Kawar & Sons, who last year completed their twenty five years' service to the nation with their meticulous and marathon dedication, have contributed tremendously to the economy of Jordan.

The story began when in 1933, the late Mr. Amin Kawar discovered phosphate here. For more than twenty five years the phosphate industry was controlled and successfully managed by him. Resultantly today Phosphate is Jordan's main export and one of the pillar of its economy.

The company was founded in 1946 by the late Amin Kamel Kawar in partnership with his three sons, Kamel, Tawfiq, and Rukny. After Amin passed away in 1965 and Rukny in 1973, the company was re-registered in October 1974 as a General Ordinary Company with some partners having limited liability.

With a fully paid up capital of JD 90,000 and an equal sum as reserve, Amin Kawar & Sons ranks among the leading privately owned companies in Jordan and employs more than 150 people in its wholly-owned branches and departments.

The Chairman/Managing Director is Mr. Tawfiq Kawar L.L.B. The General Director is Mr. Kamel Kawar, Mining Engineer.

PRINCIPAL ACTIVITIES:

SHIPPING
(General Manager, Mr. Khalil Andoni)

Established in 1955, this is the firm's largest department. It is involved in ship agency work and represents leading regular lines operating from various parts of the world. It handles a large part of the traffic in Aqaba.

It is also active in chartering and in forwarding and clearing cargo from Aqaba port to inland destinations and to neighbouring countries: mainly Iraq and the northern area of Saudi Arabia.

SHIPPING: Port Office:
Aqaba General Manager: Mr. Walid F. Kawar

Handles all the ships from



Tawfiq A. Kawar
Managing Director

one hundred & twenty regular lines calling Aqaba port from various parts of the world providing efficient handling and good services to the ship owners.

INTERNATIONAL FORWARDING & TRANSPORT:

Handles forwarding of cargo coming to Aqaba port in transit to Iraq on competitive terms. Amin Kawar & Sons own a fleet of lorries and low loaders with the loading capacity ranging between 60 to 200 tons and specialize in heavy haulage.

Ship owning (Manager, Mr. Raoul Asmar)

Jordan Maritime Navigation Co Ltd (JORNAV) is a private limited company with Amin Kawar & Sons as the majority share holder. This is so far the only active company owning ships under the Jordan flag: mv 'Aqaba' 1,100 tdw, and mv 'Petra' 2,900 tdw. (since sold). The company uses other ships on time charter plying to ports in the Red Sea, East Mediterranean and Black Sea. JORNAV operates the only regular line from Greece to Aqaba and it has been chosen exclusively to ship Jordanian Government commodities and supplies from Egypt to Aqaba.

REMALUX PAINT FACTORY

The Company owns a majority shareholding and both Kamel Kawar and Tawfiq Kawar are directors. The factory is located 12 kilometres north east of Amman on a 15,000 sq.m

site on the Company's land. It manufactures emulsion, synthetic and automotive paints, varnishes, water-proof coatings etc., partly under licence to Sadolin Paints, Denmark.

CANNING INDUSTRIES COMPANY

Amin Kawar & Sons owns a large share in a canning company for which Mr. Kamel Kawar was largely responsible for its establishment. It is conveniently adjoining the paint factory on 12,000 sq.m. of land. It produces tin cans of various sizes and shapes and crown caps and has the only printing press for tin sheets in Jordan. Almost all production is automated. The Company has a technical agreement with Carnaud S.A. of France. Both Kamel Kawar & Tawfiq Kawar are directors.

INSURANCE (Manager, Mr. Samir E. Kawar)

Mr. Tawfiq Kawar is the General Agent for the New India Assurance Co. Ltd. of Bombay, which is active in all classes of insurance except life. This department which has been in existence for 20 years, is independently registered under the Control of Insurance law and operates from a separate building. A head office representative from Bombay is permanently stationed in Amman. This department was established in 1961.

TRAVEL & TOURISM (General Manager, Mr. Aby Ayoubi)

Amin Kawar & Sons is among the leading travel agencies in Jordan dealing with ticketing. Activities also include air cargo, freight, and clearance and forwarding of air cargo. This department is also general sales agent for SAS, MEA (in Aqaba), TMA, and agent for Aeroflot and Balkan. Special tours abroad and tourist groups visiting Jordan are also catered for. This department was established in 1963.

TRADING & COMMERCE (General Manager, Mr. Hanna Salameh Ishaq)

This department, established in 1963, mainly deals with textiles on a commercial basis and represents textile manufacturers and exporters of various piecegoods and ready-made clothing, carpets and carpeting, as well as other commodities such as paints, chemicals and raw materials for paint manufacturing, and paint making machines.

PROJECTS (Manager Col. (Rtd.) Isam Y. Kawar)

Responsible for the handling of large projects in its capacity as agent for large industrial enterprises. Past jobs include the supply of the floating berth in Aqaba, power station and cement plant equipment, army vehicles and requirements such as cranes, machinery terminals and telecommunication equipment.



M.V. AQABA



AMIN KAWAR & SONS

CHARTERING & SHIPPING AGENTS

LINER AGENTS CHARTERING BROKERS
(Mainly phosphates)

* CARGO SUPERINTENDENCE * CONTAINER HANDLING
* P & I CLUB REPRESENTATIVES * FORWARDING



TRAVEL & TOURISM AGENCY
THE NEW INDIA

Assurance Company Limited

HEAD OFFICE - AMMAN, P.O. BOX 222 TLX 21212 & 21520 TEL 22324 (6 LINES)

BRANCHES

AQABA P.O. BOX 22 TLX 62220 TEL 3617 (3 LINES)

BEIRUT P.O. BOX 4230 TLX 20865 TEL 352525, 250484

BUCHAREST BLVD. NICOLAE BALCESCU NO. 16B, TLX 10774 TEL 159495, 148481

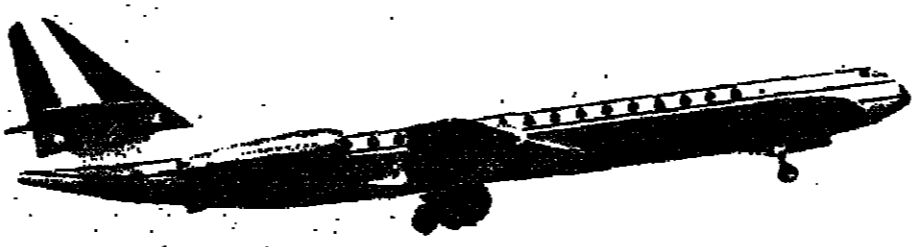
BOMBAY MIDDLE EAST SHIP MANAGEMENT SERVICES (PVT) LTD - MESM
MAKERS TOWERS, F/59, 5TH FLOOR, CUFFE PARADE TLX 5542,
TEL: 211458

Subsidiary: JORDAN MARITIME NAVIGATION CO. LTD, (JORNAV) MV.
AQABA 1100 DWT & MV PETRA 1700 DWT WITH OTHER T/C SHIPS OPERATE
COASTAL SERVICE WITHIN RED SEA



امين كوار

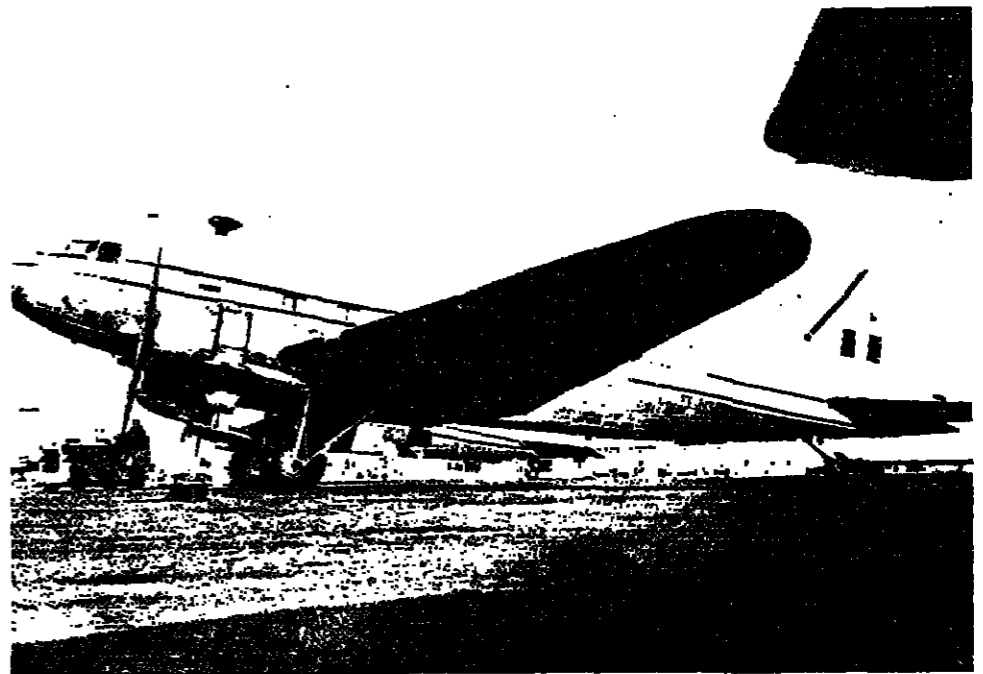
PICTURESQUE STORY OF AVIATION



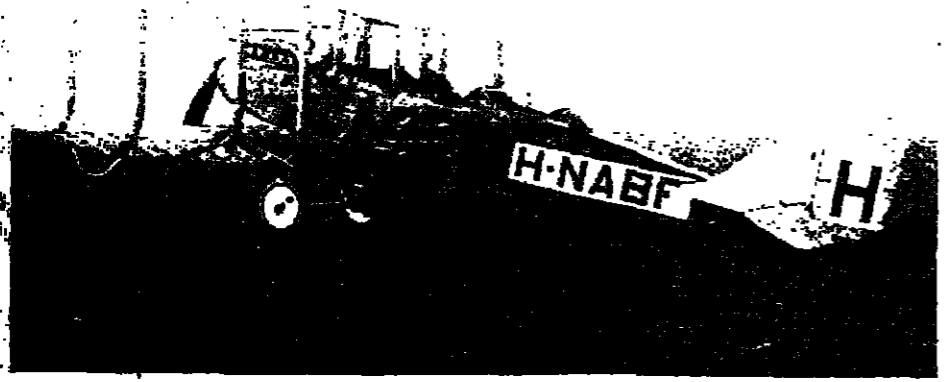
CARAVELLE cruises at Km 779th speed.



In 1924 this little one-engined FOKKER FVII flew from Netherlands to Indonesia.



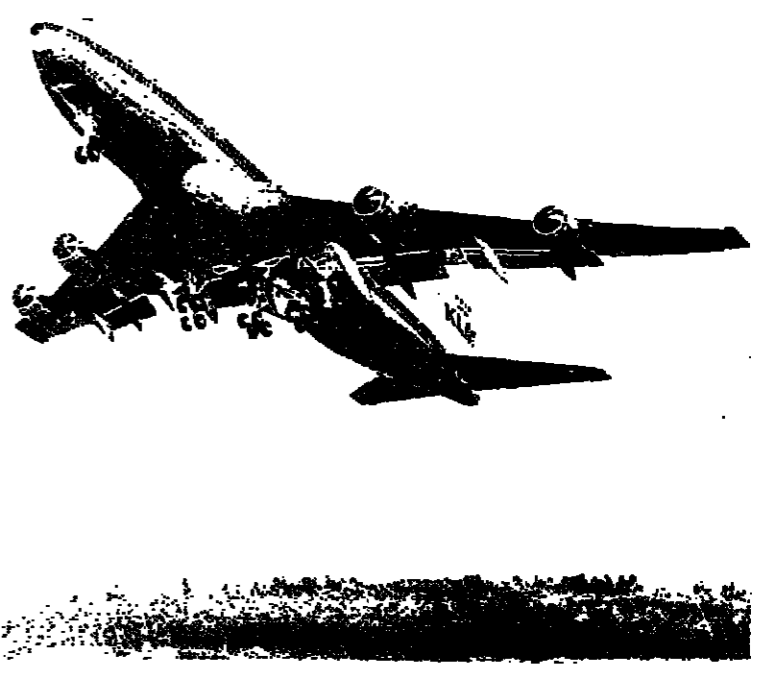
DOUGLAS DC-3 DAKOTA cruised at Km 310th speed.



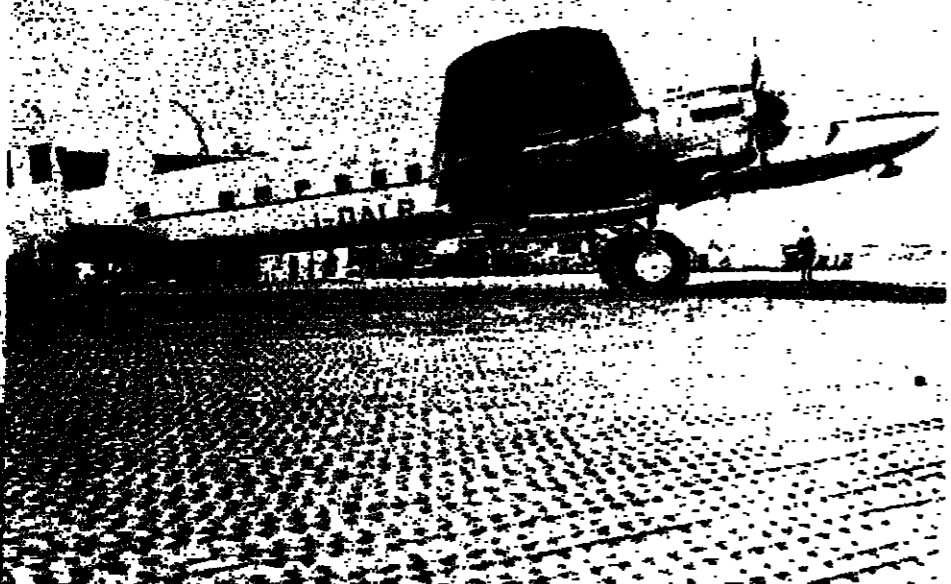
Standard aircraft DE HAVILLAND DH-9 in 1920.



FOKKER F27 FRIENDSHIP still is used by some airlines for their domestic flights.



BOEING 747 which is included these days in all airlines' fleets.



JRO 691 LANCASTRIAN cruised at km 370th speed.

Continued from page 2

est Houses Corporation, which will be changed into a private company and its 50% shares will be sold to the private sector.

4 How much touristic business suffered in Jordan with the loss of its West Bank in 1967 - and what alternatives have been taken to compensate that loss?

Answer: This is what we have been trying to develop tourism at home. And now we are intensifying our Jordan marketing plans. We aim at 10% steady increase of tourists per year. But our aim target is to make the tourists who come here stay for a longer period - so that they could spend more foreign exchange here. For this we are seeking help from the travel agencies at home and abroad. Alia is extending its fullest operation in achieving this end. We are nearly in each and every tourism exhibition in Europe. To minimize our Jordan projecting expenses throughout the world, the ministry of tourism, hotels, travel agencies and Alia pool their combined resources.

For Aqaba, this year we have a special theme in mind. We plan to draw the attention of the world's best Scuba divers - by inviting them to come to the diving haven of Aqaba. Then we are seriously contemplating to convert Jordan, especially Amman, to a host country where all sorts of international and regional conferences can be held. The Arab Summit conference of the last November in Amman is our first major achievement in this field. A medical conference is being held in Amman.

As I said earlier - after having lost 90% of our assets in the West Bank in 1967 - we have come a long way and we have done our work quite commendably.

We have now a Hotel Training Centre in Amman with a nine month course and we have also built up a college - the first in the Middle East - which imparts education and training in hotel profession. It's a three year course with practical training. Another such training centre is being planned by the Hotels Corporation which will train young men and women in this industry for 3 months.

This was the one industry where 3 or 4 years back we could not employ boys and girls - as they and their parents looked down on this profession with disdain. This field was tabooed for the educated people. But with our meticulous efforts and media campaign during the recent past years we have now succeeded in welcoming the Jordanian youth to this profession.

Another point is that we lose 50% of our trained talent in the field of hotels & tourism to our Arab neighbour countries - because of high salaries there. But we hope soon this process will be reversed.

Q. 5 What help is provided by your department to the travel agencies here and how much say it has in their business affairs?

Answer: As a matter of fact we help a lot of our trained talent in the field of hotels & tourism to our Arab neighbour countries - but they fail to appreciate our position. A tourist abroad gets a set of brochures, leaflets and maps of Jordan from our embassy when he contacts it for his visa. Another such set he gets from his travel agent there. So we don't think there is any necessity of his having a third similar set from the local travel agent or hotel. It shall be sheer waste of our funds.

We suggest as the local travel agencies are reaping the most out of our efforts abroad and here by having a greater number of tourists each year - it's high time they start investing a little by getting their publicity material published locally on their own expense.

During the last 3 or 4 years we have also encouraged some internationally reputed publishers in the United States and Europe in publishing touristic literature about Jordan. We recently invited some American and French publishers, writers, editors and photographers to write books on Jordan with their independent views and we agreed to foot part of the bill!

Recently we have had two books on

Jordan circulated all over the world by Fodor's of the U.S. and Hachette of France. Another book on Jordan by Longman is being launched now.

Canadian TV too has recently completed a 7-hour documentary on "the last 200 years of the Middle East" - in which Jordan plays a major role. This documentary will soon be released in a series all over the world. A film "Jordan on the road of civilization" was done by the French TV channel 2. This film passes through the snake-like King's Highway - displaying its beauty and curves and exploring all the historic monuments on the sides of this highway.

Of course, all this media exposure helps the travel agencies in attracting more tourists to our fabulous land.

The ministry of tourism has some sort of hold on the travel agencies operating in Jordan. If some travel agencies give wrong information or misconduct with their clients - the ministry has the authority to cancel their licenses or serve warning notices. Some travel agencies were served with such notices and some licenses were cancelled for 3 months. We have 140 travel agencies here - out of which only 3 or 4 have been penalized... This is indeed a good performance!

Q. 6 Some of the travel agencies complain about the short supply of the brochures about Jordan and its maps by your department. What are your views about it?

Answer: As I said earlier travel agents should now start investing some money in the publication of such material. I strongly believe that the travel agencies are the main benefactors from all our efforts. They should pay back the compliments!

Q. 7 Lack of facilities, such as good rest houses, better means of transportation of tourists and good tourist guides - are some of the general complaints of the industry. Do you agree - if yes, what's being done about it?

Answer: We do need better facilities and need to upgrade our existing ones at our rest houses. The tourist guides should be increased in numbers.

The vernacular newspapers here recently carried an advertisement inviting young men and women graduates to join the tourist guide courses.

This year we plan to visit and give a series of lectures at Jordan and Yarmouk universities' language department.

Continued on Page 12



A TOURIST GUIDE'S VIEWS

Mr. Mohammad A. Abu Gharbia, 32, completed his school education in 1968. By the end of the same year he was enrolled by the Madrid University for a diploma in tourism profession. For a year he also studied Spanish Language.

He stayed in Spain for seven years to gain practical experience in all aspects of tourism. He was associated with various airlines, travel agencies and tourist information centres in Spain. When he felt confident and knowledgeable he returned to Amman in 1975.

Young Mr. Mohammad A. Abu Gharbia, a free lance tourist guide for the last six years, holds a diploma Escuela Oficial De Turismo from the Madrid University, and speaks English and Spanish fluently. In an interview with Irshad Najam, tourist guide Abu Gharbia says, "I like my country. I love my country. Jordan has cradled a civilization of more than 5000 years and had been and is part of the Holy Land. And a tourist's pilgrimage is not complete unless and until he/she has seen the archaeological treasures of my beloved country, Jordan".

For two years he worked with two travel agencies. And since September 1977 he has been operating as a free lance tourist guide. "Since I have become a free lance tour-guy I never had any complaint from any quarters. I really enjoy my work. I usually give a lecture of half an hour or so to each tourist group giving a resume of past 2500 years' history, background of each archaeological site without any fables. And some tourists ask me questions about modern history of Jordan, its British mandate, late-Transjordan, King Abdullah, King Talal and Palestinian involvement in its West and East Bank. In short a tourist guide has to have old and modern history of his country at his finger tips," said Abu Gharbia.

Continuing he said, "Since the dawn of 1981 I have entertained 34 groups (English speaking) and 45 (Spanish speaking) groups to various historic sites of Jordan and all these groups came from one travel agency only. Each group on an average constitutes of 22 members now, whereas, in 1978 each average group had 25 members.

"It frequently happens that when a group is seen off at King Hussein Bridge from the Jordan side, there is a group waiting to be picked up from the Holy Land side there which is to be guided to Jordan through Jerash etc. And this happens on an

average 5 times a month. Travel agencies usually pay us U.S. \$30.00 per group, plus a tip of \$1.00 per head per group.

"Mr. Michael Hamarneh of Ministry of Tourism and our national carrier ALIA have done a magnificent job of selling Jordan abroad. Mr. Hamarneh, as far as I recall, has represented Jordan in each congress all over the world and ALIA has thrown open its offices in New York, Madrid, Rome, London, Paris and Frankfurt to general public giving authentic information about the touristic spots here," added Abu Gharbia praising profusely the two departments which indeed have earned respect from the touristic world in spite of many handicaps and limited resources.

"50% of the American tourist groups on their way to the Holy Land go to Petra, spending 2 overnights in Jordan, but on their return to the West Bank they fly to the USA on the same day. But tourist groups from Italy, France, Spain, and Scandinavian countries spend more time in Jordan, minimum 3 to 4 days visiting Jerash, Madaba, Aqaba and Petra. But only 5% of them visit desert places.

"It's regrettable that most of the Jordanian Embassies in world capitals have no information offices feeding news about tourism here to the local public in their respective countries. And some of the officials in our embassies are so inadvertent that they stamp an entry visa to Jordan on passports which already possess valid Israeli visa. Resultantly tourists arrive at Amman airport and when this discrepancy is checked by the immigration authorities here, the passport holders are not allowed to enter Jordan. That means loss of tourists. And such unfortunate incidents happen in thousands which can easily be avoided if little care is taken by the Jordanian officials," continued Abu Gharbia.

"Similarly many tourists groups and individuals are disappointed when they are asked by the authorities to turn back to Amman from King Hussein Bridge because they don't carry a permit to cross the Bridge from the Ministry of Interior in Amman. So the Jordan Immigration Authorities should take all pains to inform the tourists arriving at Amman Airport and Aqaba Port and those crossing into Jordan from Iraqi, Syrian, Saudi Arabian and Gulf Emirates' borders, that a permit from the Ministry of Interior in Amman is a necessary travel document needed to cross King Hussein Bridge", suggested Abu Gharbia.

Abu Gharbia also suggests that a booth of "tourist information" should be opened at each 4 and 5 star hotel in Jordan so that all tourist guests at such hotels could be rightly guided about all the touristic and archaeological sites. Presently only Ministry of Tourism is supplying such information. Thus it's an unnecessary hassle to the tourists to go out of their way to get the needed information.

And he sincerely hopes that more facilities of international standard are provided for the tourists between Amman and Petra, as no rest houses worth the name exist, and the one at Qatrana is in awful shape. Two good rest houses with clean toilets at Qatrana and Hassa shall further promote tourism in this area. The excellent snake-like King's Highway is really more interesting and picturesque and thus it should be more frequented than the Desert Road.

About tourist guides, Abu Gharbia strongly thinks they have an important role to play in promoting tourism in Jordan with the competency in the sites' knowledge and with the courtesies to win the hearts of their tourist friends.

TRAVEL AGENT'S AFFLICTIONS

By Suzanne Zu'mut-Black
Special to the Jordan Times

Tourism is no new thing to Jordan. Travellers have been visiting and discovering the country for countless centuries. They came on camels, on horsebacks, on donkeys and on feet to see the same treasures that still exist today.

But modern transport facilities have mushroomed the ancient trickle into a vast stream. To cope with this expansion, a new breed of professionals has arisen - the travel agents - and their numbers are increasing at a dramatic rate.

From 52 registered travel agents in 1973, the number has shot up to 134 this year. According to the Ministry of Tourism and Antiquities records, between 1973 and 1980 the total number of incoming visitors has grown from 307,744 to 1,635,614.

The travel agent's task falls roughly into two main categories: the arrangement of tours and ticketing for outgoing travellers and the servicing of incoming visitors. To maintain standards, all agents must meet specific licensing requirements set by the Ministry of Tourism. In addition, the Ministry is always ready to look into customers' complaints against any agent and has the authority to close down any office that does not meet the set standards.

The tourist explosion has brought considerable benefit to Jordan but has created a number of headaches for the hard pressed travel agent. From the moment of arrival of the tourist at the airport the agent's problems begin. Agency guides frequently have difficulty because of strict security in gaining access to the arrival lounge to meet their customers, and having achieved this, must then contend with the inadequate arrival services, such as baggage handling and customs. However, travel agents do recognise the difficulties of the Department of Civil Aviation and look forward eagerly to the time when the new Queen Alia International Airport will be operational.



A class in Al Fadi Training Centre.

From the airport to hotels delays are often experienced because of shortage of buses, especially in peak season. This results from the monopoly in the transportation system, and affects the tourist throughout his entire stay. Director General of Tourism, Mr. Michel Hammameh said that this problem will be solved once the monopoly ends in another four years. He believes that interested parties should start planning from now for new transportation companies. In the interim, attempts are being made to relieve the situation by addition to the present bus fleet.



Office of Jordan Society of Tourist & Travel Agents.

The hotel picture is somewhat rosier. From 17 hotels in 1970, the number has gone up to 87 by the end of 1980. Adequate numbers of first class hotels exist, according to Mr. Munir Nasser, owner of International Traders, one of the major travel agencies. This is a dramatic change from the situation ten years ago. He points out, however, that there is still a need for more four star hotels to cater for the less affluent visitor.

Travel agents complain that once in Jordan, the traveller has only a limited choice of tours, and should he wish to wander further afield individually he would find it very costly. Few tourists, for instance, ever see the spectacular Wadi Rum. The only regular scheduled tour is to Petra, and other tours are on an ad hoc basis.

The Ministry of Tourism is aware of the deficit and has plans to increase the touring facilities. For instance, tours are envisaged for Wadi Rum, where camels will be available for the adventurous traveller who wants to experience the solitary beauty of the area.

A more spectacular plan seems to be in store for future tourists into and out of Petra, which for some reason, the Ministry chooses to keep to itself. Anyway, it will take care of the problems travel agents complain of in this respect, especially when it comes to old ladies having to mount horses.

Travel agents are concerned about the diminishing attraction of the Aqaba beaches as they are relentlessly encroached by the expanding sea port industries. They feel that the government should address itself to the problem, and that allocating just five dunums to beaches is not enough.

There is general agreement amongst travel agents that there is a lack of properly trained guides to assist the tourists. Groups are frequently led by a guide who does not speak their native tongue and who by law is imposed upon them and to whom they must pay. This challenge is being met by developing tourist guide courses run by an International Labour Organisation expert, under the umbrella of the Hotel Training School. In addition, the Jordan Society of Travel and Tourist Agents JSTTA runs its own courses for tourist guides.

Within the travel agency business itself it is acknowledged that there is a short fall in properly qualified staff such as sales, ticketing and reservation clerks. The JSTTA is attempting to remedy the situation by running its own courses in sales, reservation, tourism, public relations and human relations, archaeology and touristic sites, and has already commissioned 80 trainees.

Travel agents recognise the value of these courses as well as the Airline Industry courses run by ALIA, The Royal Jordanian Airline, which is mainly related to aviation and covers sales, reservations and human relations.

Other courses also termed as valuable by many travel agents are those run by Al Fadi Travel and Tourism, which has graduated 120 trainees so far. Licenced by Ministry of Tourism, Mr. Victor Odeh, the owner, with a long experience in reservations and training, has run nine courses so far in sales, reservations and human relations with experts from the field. He is also planning to offer specialised aviation English courses, airline accountancy and cargo.

Almost all the major agencies with incoming tourists who have been interviewed expressed a basic and urgent need for joint marketing efforts abroad. For this purpose, a proposal has been submitted to the Ministry of Labour for the establishment of a syndicate of travel agents. They feel that the JSTTA of which, all travel agents are members has not been sufficiently effective in representing their interests abroad in marketing, in giving them protection should international disputes occur or in setting up a comprehensive code of ethics.

The JSTTA, however, believes that it is doing an adequate job internationally and in the Arab World. It is a member of UFTA (Universal Federation of Travel Association) and member of ASTA (American Society of Travel Agents Association) as well as member of FATA (Federation of Arab Travel Agents Association). Mr. Yaser Abu So'oud, believes that there is no need for another body to represent the travel agents and that there would be a duplication in efforts.

The director general of tourism also feels that there is no need for such a syndicate and that travel agents with special interests abroad could be active as a chapter within the society itself.

Ministry of Labour, Dr. Jawad Al Anani, told the Jordan Times that the issue is a complicated one since it involves three gov-



A canteen in poor state at Qatarana.

ernment ministries, each with its special point of view. He said he is calling for a meeting in the coming weeks between the ministries of Tourism and Antiquities, the Occupied Territories Affairs and Labour.

In the meantime, pending a resolution of their proposals, the concerned travel agents are wasting no time. The industry continues to expand and they are moving, individually though it may be, into previously untapped markets, like Japan, by broadening the appeal of Jordan beyond the conventional attraction of the Holy Land.



Gabi Moussa

ROYAL TOURS

Royal Tours (RT), the marketing tool of the national air carrier ALIA, endeavours to approach new foreign tour operators wishing to organize group tours to Jordan. Royal Tours, however, also tries to attract any business of travel agents using airlines other than Alia, and at the same time, is willing to handle groups of fore-

obtain competitive tour price for the outgoing tourist with special emphasis on the RT whenever and where possible.

RT is making special arrangements with JET company to operate daily regu- lars to Amman city, Jeru- Madaba, Dead Sea and Desert Castles. If JET is unable to do so, then any other concern can operate limousines to cope with the mounting number of individuals with the aim of minimizing the high cost involved in this type of travel. RT has opened a new section in its office under the name "International Hotel Reservations Centre" to operate on a free-sale basis together with Alia tickets to all destinations served by the airline.

Royal Tours - because of affiliation with Alia - possi- bly the only travel agent - specializes in holding big conventions. This year alone it



A group going to Tunis sponsored by the Royal Tours.

ign travel agents if the latter desired to change their current handling agents due to dissatisfaction with the services rendered to their groups. By doing so, RT maintains top quality of handling and avoids losing business to Jordan.

RT is making all out efforts to sell the national airline to all the travel agents. And it acts as a liaison agent between Alia and the local travel agents with regard to tourist matters at home and abroad.

The local agents, together with UNITOURS and under the auspices of Alia, should form a committee of representatives to

have arranged two conventions: October 13-16 - 19th Arab Medical Convention of 1000 lea- doctors was successfully in Amman.

November 23-25 - Arab Pa- macist Convention of 600 ple

Jordan University has appointed Royal Tours as agents for arranging group tours of the students of the university and its affil- iated colleges, schools and c- o- associate organisations. S- during 1981 Royal Tours arranged various tours for more than 1000 students.

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لقد امة لاص



Suleiman Mousaqet
SKYWAY'S TRAVEL & TOURISM

It was established on the 1st May 1979 in Amman with staff of three members which has now increased to seven. The business it now has is five times than what it was in 1979. There has been an overall progress in all fields of this business.

Mr. Suleiman Mousaqet, general manager & owner of Skyway's Travel & Tourism (STT), whose personal efforts and dedicated work has made it one of the ranking travel agencies in Jordan says about tourism: "Jordan lacks entertainment life for what tourists generally look around during their well earned vacation. The prices in Jordan of all commodities have an upward trend making Jordan one of the most expensive places of the world. The facilities offered here to the tourists are still not those of international standard. There is lack of co-ordination between the ministry of tourism and the immigration authorities here. The co-operation between these two ministries can permit an easy and smooth flow of tourists to/from Jordan."

STT keeps regular contact with its counterparts abroad to attract tourists to Jordan. The bulletins and brochures supplied by the Tourism Department of Jordan are distributed to all prospective clients.

STT gives full time service to its clients - right from contacting them abroad to the warm reception at Amman airport - and thereafter conducting them comfortably all around Jordan - so that the tourists carry back happy memories of their sojourn here to their respective home towns and feel nostalgic to come back to Jordan again. And this full time service also includes airlines & seaplanes sales, reservations, hotel accommodations and the authentic information

without any fable about the touristic spots of Jordan.

STT doesn't represent any specific airline but books through all international airlines. It feels that Jordan Travel Agencies Association and the Ministry of Tourism should combine their efforts and forces to sell abroad Jordan effectively.

Mr. Suleiman is an active member of Jordan Association of Travel Agents & STT is also member of JSTTA, ASTA & UFTA.

KLM ROYAL DUTCH AIRLINES

With its 62 years, KLM Royal Dutch Airlines is the oldest airline still in existence. Two special men were of major importance in the early days of Dutch aviation: Anthony Fokker and Albert Plesman. The former as a gifted aircraft designer and builder, the latter as organizer and founder of KLM. Between 1920, the year in which KLM started its European services, and 1934 not only did practically the entire KLM fleet consist of Fokker aircraft, but also two-thirds of the entire world fleet of aircraft. As early as October 1, 1924, a single-engine Fokker F. VII left Schiphol for a 15,373 km long flight to Indonesia, KLM's first intercontinental adventure. The following years saw several more trial flights, until time was ripe in 1929 for a regular service on this route, the longest air-route in the world till the outbreak of World War II.

In 1934 aviation underwent a major change: Douglas came with an all-metal aircraft. KLM was the first European airline to start using the DC-2. That same year, one of these newly purchased aircraft, under the name Uiver, took part in the London-Melbourne race, winning first prize in the handicap section. Another KLM feat of arms in 1934 was covering the 10,488 km separating Amsterdam, Surinam and Curacao with a Fokker F. XVIII. This was the beginning of the Company's own Caribbean network.

In pre-war 1939 nearly 2000 KLM employees made it possible that the 98,311 passengers and some two million kilograms of cargo and mail attained the 61 destinations of the route network.

After World War II, which had brought the KLM activities to an almost complete standstill, Dr. Plesman energetically started

CAPSULE PROFILES

rebuilding the airline in 1946. He managed to get hold of 18 Douglas DC-4 "Skymasters" and some 30 DC-3 "Dakotas".

In 1945 KLM was flying from Amsterdam to Jakarta again.

The following year, KLM was the first European airline to cross the Atlantic to New York after the war. Every year, new destinations were added to the route network that today covers over 362,000 km, linking 117 cities in 73 countries.

KLM has 310 offices in 85 countries. At present, the number of employees is about 18,750; over 2,600 of these are members of the Flight staff. Approximately one-third of the employees work outside the Netherlands.

The KLM fleet consists of 53 units: nine Boeing 747bs, seven Boeing 747M, six Douglas DC-10-30s, eleven Douglas DC-8-Super 63's and twenty Douglas DC-9s.

The present fleet produces about 4,000 million ton-kilometres per year. The number of passengers carried during the 1980/81 financial year reached nearly 4.3 million; about one-third of the ton-kilometre production is for freight.

With its subsidiary companies, KLM is also active in other fields connected with aviation. Examples are KLM Aerocar, which carries out aerial surveys in many countries, using the most modern methods, and KLM Helicopters, founded amongst others for transports to drilling platforms at sea and placing pilots on board vessels off the Dutch coast. KLM Helicopters now has seven Sikorsky S-61N helicopters, two S-76's and one Boikow B0 105 helicopter, operational even under very adverse weather conditions.

Another subsidiary is NLM CityHopper. With a fleet of eight Fokker F-27 Friendships and four F-28 Fellowships, this company carries out domestic services between five cities in the Netherlands and regional European services. Together with the Dutch Railways, Nederlandse Spoorwegen, KLM has a KLM Coach Company, with bus links between Schiphol and Amsterdam and Utrecht.

In the field of hotels KLM participates in the share capital of 14 hotels in the Netherlands and some other countries.

Besides all this, KLM is also active in fields such as the training of cockpit, cabin, commercial and operational staff, computer instructions, catering and environmental control for third parties.

Cooperation in aviation is a key point in KLM's policy. An example is the KSSU agreement (KLM, SAS, Swissair and UTA), covering joint evaluation of fleet policies, joint orders, and distribution of various overhaul tasks.



Omran Dakkak
DAKKAK TOURIST & TRAVEL AGENCY

It was established in 1955 in Jerusalem. The branch in Amman was opened in 1977. The number of employees has increased from three in 1955 to ten in 1980. And the number of tourists has increased from 500 in 1955 to 7000 in 1980. The agency is contemplating to open two more offices in Cairo and New York by 1982.

Mr. Omran and Ziad Dakkak, two cousins who are the guiding soul behind Dakkak Tourist & Travel Agency (DTA) in Amman have devoted solely to its success.

While being interviewed Mr. Omran Dakkak said, "Jordan is only a (transit country) for the American and European visitors - who mostly stay two overnights in Jordan to/from the Holy Land. Figuratively speaking, 5% Americans and 35% Europeans only come to Jordan exclusively."

"We have great respect for the officials of the Ministry of Tourism, especially for Mr. Michel Hamarneh, who have helped all the travel agencies of Jordan in selling Jordan abroad. Resultantly German & French tourists have started coming to Jordan and soon

Italians will also start visiting Jordan regularly for the sun and fun here."

DTA keeps personal contacts by visiting most of the leading travel agencies in the world particularly in the U.S.A. and Europe. Good public relations with all the airlines and especially our national airline ALIA which always quote competitive rates help in attracting good number of tourists from here and abroad.

DTA is a member of ASTA (American Society of Travel Agents) and ASI (American Sightseeing International), IN JERUSALEM.

It offers all sorts of facilities to its clients which are expected of any international standard travel agency. Facilities like good and knowledgeable tourist guides, ticketing, reservation of hotels and a personal touch of hospitality & warmth to all the members of tourist groups.

DTA represents no airline specifically.

DTA sincerely feels that the existence of better rest houses throughout Jordan with good services and food will go a long way in attracting tourists here. The existing ones should be renovated in good taste. Better transportation with air-conditioned coaches and buses and the fleet's proper maintenance with uniformity of its drivers' dresses, cleanliness and courtesies will enhance the flow of tourists here.

Brochures about Jordan's touristic spots and its maps with relevant literature should be available and handy in abundance from the Ministry of Tourism, Jordan, throughout the year - even if a nominal price has to be paid by all the travel agencies here.



Sama'an Khoury
KHOURY TRAVEL AGENCY
Khoury Travel Agency (KTA)

was established in June, 1974. Its office is located in King Hussein Street, Amman.

Interviewing Mr. Sama'an Khoury, the guiding force behind KTA, he said, "Later we became special representative of Transworld Airways (TWA) besides booking for all other airlines operating in Jordan and other parts of the world."

Complete travel services are offered (from ticketing, reservation and hotel accommodation - to making out a complete itinerary) to all passengers. Mostly travellers from Amman and its suburbs fly to different destinations in the world and to the U.S.A. especially and vice versa. And to all our clients we offer VIP treatment throughout his/her journey and stay abroad or here.

KTA soon intends to start conducting group tours to/from some Asian countries - as it did arrange such tours in 1977 from Japan. 3 major groups came from Japan and they all went back completely satisfied with its services. Later because of certain technical problems KTA had to drop such tours. Now plans are again in hand to go ahead with such groups tours from Asia and other parts of the world.



Isa J. Majaj
Jordan Express Co.

Jordan Express Company, which has recently moved from its King Hussein Street office to a new spacious one in Abdeli, started functioning from Beirut and Amman in April, 1983. It's one of the pioneer travel agencies of Jordan operating at an international level.

Mr. Isa J. Majaj, man behind the success story of Jordan Express Company (JEC), reminiscenced how he started his one man show with 17-hour working days and has built it up today into an Agency operative

in travel, tourism, packing, forwarding and insurance with an international standards.

Today JEC has offices in Beirut, Ramtha, Aqaba and Amman Airport and has representative offices all over the world.

In packing and forwarding, JEC is the most trusted door to door national movers. JEC mostly conducts group tours for the United States and offers special group tour discounts to its esteemed clients. JEC has attended many travel conventions in various parts of the world representing Jordan, where many friends have been won for Jordan through the personal contacts of Mr. Isa Majaj.

JEC is a fellow member of the following international organizations: IATA, ASTA, UFTAA, AHM, FIDI, WMA, FIATA, CETI, BAR, Eurovan and Reem International.

International Traders

International Traders (IT), one of the leading Travel Agencies of Jordan, was established in 1950. The increase in the quantum of business cannot be correctly calculated because of the inflation and devaluation of Dinar since 1950.

It now has three branches, two in Amman and one in Aqaba and the number of staff now has increased from 3 to 20.

Mr. Munir Y. Nassar whose father started "IT", joined IT in 1963 after completion of his education and has been running it successfully since then, with a short break of six months when he was ALIA's sales representative in London.

Mr. Nassar said: "We have no plans to expand outside of Jordan but we are planning to participate in Jordan's tourist related projects. In fact, we are already working on two such projects here which will help us in bringing more tourists to Jordan from our two most reliable and traditional markets - the U.S.A. basically for Holy Land tourism and Europe for Holy Land and holidaying."

IT attends most of the major travel and trade fairs all over the world where tour and ground operators talk shop. A representative of IT spends 32 weeks out of a year abroad calling on foreign travel agents and impressing upon them to include Jordan in their itineraries.

IT offers package tours to Jordanian public and in 1982 volume of business will increase more. In 1980, IT had 520 arrivals in Jordan and 2500

passengers were sent abroad from here. In July 1981 only there were 72 departures from Jordan. And in May 1981 there were 57 arrivals majority being from the United States.

Fully integrated services of a travel agency are offered to the esteemed clients such as: world wide reservation of hotels, visa facilities, issuing of all airlines tickets, air freight and clearance and forwarding of goods.

All three offices of IT are IATA members.

Ministry of Tourism, national airline ALIA and the private sector of Jordan should work more closely in marketing Jordan abroad and in developing new original markets of tourism. In trying to increase the facilities to the tourists enticing them to stay here longer. And in trying to raise the standards of services offered to the guests by all concerned. This industry can stabilize and flourish here only with such facilities", concluded Mr. Nassar.



Bruno Nasini

ALITALIA

In the more advanced European and American countries, civil Aviation emerged around 1920. In Italy, following experiences in domestic and short-haul services, in 1938 a study was initiated to introduce the first trans-ocean flights. In December of that year, L.A.T.I.-Linee Aeree Transcontinentali Italiane was incorporated and the December 1939 introduced the Rome-Rio de Janeiro service.

The Italian government signed in 1946 an agreement with TWA for the institution of a joint-capital company, L.A.I. Linee Aeree Italiane. In the same year an agreement was reached with the then B.E.A. for the establishment of a second also joint-capital, airline company, Alitalia - Aviolinee Internationali.

Alitalia made its first flight

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from Turin to Rome, and on to Catania in 1947. That flight was operated with a three-engine G12 chartered from the Air Force.

Thus, by 1955, out of 34 Airlines in Italy L.A.I. and Alitalia were the only airlines in Italy operating scheduled services. Set up again with a minimum capital (in the order of a few hundred million lire), they subsequently developed their fleets, their organizations and their networks with successive increases of capital, eventually totalling several billion lire.

With the exception of the Rome-Turin flight, operated by Alitalia, all domestic routes were served by L.A.I.

In 1957, L.A.I. decided to wind up its activities, and Alitalia, which in the meantime had changed its corporate designation into Alitalia - Linee Aeree Italiane, having increased its capital from 4.5 billion to 10 billion lire, took over the 5.5 billion share capital of L.A.I., together with the assets, materials, equipment and the entire personnel. By November 1st, 1957 the fleet of the newly-created Italian National Airline Company consisted of the following aircraft: 12 Douglas D.C. 3 - 3 Douglas D.C. 6s - 8 Douglas D.C. 6b6 - 2 Douglas D.C. 7Cs - 4 Convar 340s, 3 Convar 440s and 6 Viscounts. Additionally, 4 D.C. 7Cs and Viscounts were ordered.

From 1961 the real progress of Alitalia started. It started building up its fleet as well as increase its destination.

By January 1st, 1969 the Alitalia fleet was composed exclusively of jet aircraft. The first and second Alitalia B-747s were brought into service in June and July 1970 on routes between Italy and the United States and three further B-747 were subsequently delivered to the Company. March 1973 saw the arrival of the first D.C. 10 of which there are now eight in the Company's fleet.

Between 1980/1982 Alitalia is proceeding with the vast programme for the renewal of its fleet. With the acquisition of eight A.300/B4 Airbuses, of four additional B.727s and eight B-747s Alitalia will by 1982 rank among the leading carriers of the world.

In June 1980 the A.300/B4 Airbus was put into operation on some Middle East and European destinations. Alitalia now has seven Airbuses, and another one is expected to join the fleet in the year future.

An option has been placed for three more aircraft to be delivered in 1982/1983.

With the introduction of the Airbuses, a new hangar is being built to house three aircraft (two airbuses and one D.C. 10 or vice-versa). Over 3,500 experienced staff work in this "Zone" with a yearly potential yield of more than 6 million working hours.



Peter B. Petridis

PETRIDIS TOURS & TRAVEL

This travel agency was established in late 1979. The business during the first three months of its existence was quite negligible. But it started picking up since the dawn of 1980. 1981 has seen its business being doubled.

It started with 5 staff members in 1979 but today the number of employees has doubled too.

Mr. Peter Basil Petridis, its managing director, is making every effort to make Petridis Tours & Travel (PTT) as one of the leading travel agencies of Jordan. Mr. Petridis said, "We have so far made many experimental errors, but we will definitely go all out in expanding our agency, slowly but surely we hope to grow up with the passage of time."

"Tourism in Jordan entirely depends on its political status. If the calm and peace process continues here this industry is going to flourish, but with the break of another war the progress achieved so far economically will be nullified. Jordan has the potential of developing its tourism industry. Only if night life is added here for attracting thousand tourists who look for fun during their vacations," continued Mr. Petridis.

Mr. Petridis recently made a business visit to England and France. Contacted several good reputed travel agencies there to conduct some European tour groups to Jordan. He

is hopeful that the deal will soon be finalised. Some of the tourists who will be coming with these groups have already visited Jordan. "Of course, there is one discouraging factor in this whole process of selling Jordan abroad is its expensiveness. High cost of living here really discourages some groups," said Mr. Petridis.

When asked how come most of the tourists to Jordan are from the United States, Mr. Petridis said, "Because some travel agencies have contacts only in the United States. They have never explored European markets. To attract tourists from the Far East is out of question. I recently met a travel group from the Far East in Paris. During the discussion they emphasised that in the same price they get their vacation trip in Athens and other European centres, then why should they visit Jordan which has almost the same archaeological sites which they find in Greece. They have a point there! Haven't they?"

PTT offers quality services with moderate prices, from ticketing to conducting of the group, and looking after the personal comfort of each group member.

PTT is not representing any airline specifically yet.

"Travel agencies' representatives are not allowed to enter Amman airport to receive their guests. Which is indeed contrary to what Ministry of Tourism plans for... welcoming more and more tourists here. Whenever a travel agent approaches the airport authorities for an entry pass to the airport, it's excused on the pretext of security. Security indeed is a necessity but a line should be drawn between general public and a travel agent whose profession and duty is to receive tourist groups. Something about it should be done! Let us hope, keeping our fingers crossed, that we shall have better and more facilities at the new Queen Alia International Airport," concluded Mr. Petridis.

SPACE TOURISM & TRAVEL

Space Tourism and Travel (STT), was established only in November, 1980. So the quantum of business cannot yet be calculated. Presently STT has 5 staff members.

STT had a flying start when it was made authorised representative in Jordan of world's



Samir F. Khoury

two leading travel operators Thomas Cook and Wagon-Lits. With the backing and support of such world renowned travel agents STT has tremendous chances of its expansion.

Mr. Samir E. Khoury, who is managing director of Space Tourism and Travel, sounded very enthusiastic and profoundly hopeful when he said "Tourism to Jordan is one of its priority industries and it could be eventually a back-bone to its economy. But there is still a lot of room for improvement in its services and in offering an international standard in all its allied fields."

"Regarding our activities about selling Jordan abroad, we have already featured. Jordan in Thomas Cook's and Wagon-Lits' world wide circulated brochures and sanguinely hope a regular incoming traffic from November 1981. We are also negotiating such similar programmes with other leading travel agents in Europe, the USA and the Far East," concluded Mr. Khoury.

STT keeps its flow of incoming/outgoing travel groups by having personal contacts with each member of the groups and in taking care of his/her comfort. And by advertising in the media of overseas agents. To ensure that there are no complaints from any quarters STT's all outgoing tours are handled abroad by the expert hands of Thomas Cook and Wagon-Lits in their respective areas. STT also participates in Thomas Cook Coach Tours of Europe which start from and terminate in the same destination. It indeed offers all relative services to its clients to ensure their utmost comfort and enjoyment. STT does not represent any particular airline yet but hope to in near future.

ARAB WINGS

Businessmen leaving London for Bahrain can now arrive in the Gulf Island after a mere four

hours and 45 minutes of super-sonic Concorde flight. But it will take them another eight to twelve hours to reach Dubai, Riyadh or other Gulf business centres with scheduled connections.

Concord is aimed specifically at the business traveller for whom speed is all-important. The substantially higher cost of Concord's fares are insignificant against the saving of highly paid executive time. The same concept is the basis for the services of Arab Wings, the Middle East's first Executive Jet Charter Company.

Arab Wings fleet of Sabreliner 75A and Learjet 35A aircraft are strategically based in Bahrain and Dubai as well as at the company's headquarters in Amman. A twenty-four-hour-a-day operation and dispatch centre ensures the swiftest response to a charter request.

Arab Wings offer minimal formalities and maximum convenience and privacy to travellers. These are favourable points for the Concord travellers who are boarding the company's red and gold striped jets immediately upon landing at Bahrain. Within minutes, they are airborne to other Gulf cities avoiding an overnight stop and early morning connection with scheduled airlines.

Ali Ghandour, the Chairman and President of Arab Wings, estimates that with proper planning a businessman can cut the length of a Middle East trip by more than half by using his company's services. "There is no time wasted in waiting for connections, unnecessary overnight stops and the confidential privacy of the cabin can be used for business discussions or sales presentations," says Mr. Ghandour.

Many of our flights are one day trips taking executives to meetings in two or more Gulf business centres and taking them home the same night," says V.P. Operations.

At the moment, Arab Wings is owned 88% by Alia, The Royal Jordanian Airline, and 12% by the Government of the Sultanate of Oman. However, Mr. Ghandour says that, "discussions are continuing with the authorities in several Gulf states who have assured us of their interest in participating in the shareholding of the company. It is only a matter of time for these countries to formally acquire an equity interest matching their existing enthusiasm and support. This is in keeping with our philosophy of being truly pan-Arab in ownership as well as in operations". However, Senior Vice President Marketing and Sales says "There is a continuing increase in demand for our services as business in the Middle East

becomes more sophisticated. The Arab businessman is rapidly learning the real cost of time wasted waiting for connecting flights, long check-in lines, and unnecessary overnight stops".

While full Loyds insurance covers passengers, crew, aircraft and third parties, the company's stringent safety measures begin long before an aircraft takes off. A 45-man Engineering and Maintenance Department, with its own hangars, engine and avionics engineering shops, has been responsible for the inspection and servicing of the Arab Wings fleet of one Sabreliner and four Learjets since February 1978.

Under the direction of its Assistant Vice President Engineering, the maintenance centre also services private jets owned by other Middle East operators and has a contract for the maintenance of the ten strong fleet of light training aircraft used by the Royal Jordanian Air Academy. The maintenance centre is the only Rockwell designated centre operating in the Middle East. Expatriate mechanics, each with over fifteen years experience, are the Department's inspectors who must check every aircraft before releasing it to fly.

In the Middle East, only Arab Wings can provide the total service, speed, convenience and confidentiality demanded by so many of today's key executives.

Since Arab Wings began operations in May 1975, it has transformed travel in the Middle East for corporate executives, statesmen, members of ruling families and television news crews with a deadline to meet. The company offers a choice between the transcontinental Learjet 35A which is configured to 8 passengers and the more spacious and luxurious Sabreliner 75A, also carrying 8 passengers.

Unlike most European charter services which make separate charges for ferry trips, landing fees etc., Arab Wings charges one flat rate for occupied miles flown in the Middle East, with a minimum charge of 300 miles. With a fully occupied Learjet the cost can be as low as U.S. \$68 per passenger mile.

The now familiar red and gold striped jets are also frequently used on trips to Europe, Africa and Asia from the Middle East. Strategic locations of the jets at three Middle East bases mean that Passengers can be on their way within three hours of a request.

The "Open Skies" policy of the Arabian Gulf states towards Arab Wings means there are no problems in obtaining clearances for private flights.

Throughout the Middle East,

Arab Wings undertakes all travel arrangements including hotel reservations and ground transportation for their customers. The company is also happy to respond to special requests, whether they be special meal-in-flight or locating a temporary secretary at the cities visited. Arab Wings executives, with years of experience in the Middle East behind them, are also ready to offer practical business advice to new visitors to the area.

The internationally experienced Captain and First Officer are Arab Wings personal representatives, ever concerned with passengers' welfare. The crew assist in clearing red tape at airports, ensure that baggage is loaded on the plane, serve drinks in flight and will radio important passenger messages back to the company's flight control centre in Amman for reply.

"We have achieved recognition throughout the area in a remarkably short time," comments Mr. Ghandour. "We are a pan-Arab company and are accepted throughout the Middle East for our neutrality and flexibility in serving the customer," Mr. Ghandour adds.



Amin Khan

PAKISTAN INTERNATIONAL AIRLINES

National carrier of Pakistan has been flying around the world for twenty six years. It was the first Asian airline to fly jet aircraft on scheduled routes, the only airline to gain transit rights in Moscow and the world's first non-communist airline to fly to the Peoples Republic of China besides pioneering a second route to China over the Karakoram.

Today PIA flies more than 3.5 million passengers a year to over 61 cities in 4 continents. Every day it operates more than 100 flights on its comprehensive network with a flight taking off or landing every five minutes round the clock. It has a modern fleet of B.747s, D.C. 10s, B.707s and wide bodied A.300s, operated by skilled

pilots acknowledged among the best in the world. Within Pakistan PIA flies to 22 cities spreading the benefits of air travel to every nook and corner of the country. PIA's advanced engineering base, superior training facilities and managerial ability are acknowledged worldwide and has been demanded by several international airlines in the last seven years, in addition to thousands of its own staff. 127 instructors deal with 9000 students a year and 66 classes are conducted every day. At its sophisticated engineering base, technicians spend 18000 hours every working day checking its air crafts for fitness according to the strictest standards of safety. PIA has a computerised reservation system which is also operational in the domestic network.

Besides being an international and domestic airline, PIA also makes a significant contribution to all aspects of Pakistani life such as promoting sports, business and trade, tourism and cultural activities. It is associated with a number of prestigious ancillary services which include a hotel chain, a poultry breeding farm, a horticulture nursery, all maintaining a standard of efficiency worthy of one of the most successful airlines in the world.

PIA's operation to/from Amman with one weekly service from Karachi/Amman via Abu Dhabi started in May 1977. The operation was suspended in August 1978 but was again resumed from December, 1980. Presented PIA flight operates every Wednesday on KHV/Amn/Auh/Khi route with B.707/720 aircraft. The flight departs at 08:00 hours every Wednesday to Abu Dhabi on its way to Karachi from where there are immediate connections to other parts of Pakistan, Bombay, Delhi, Peking and Bangkok. It also has convenient connections to Colombo and Manila. Take a ride on success. Fly PIA.

HAYA TRAVEL & TOURISM SERVICES

This travel agency was established less than a year ago, on the 15th October, 1980. The business is encouraging indeed. When started last year it had 4 staff members which has increased to six, showing a steady sign of growth. Haya Travels' Mr. Saleh K.

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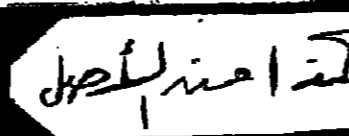
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Journalists



Hisham K. Atallah

...man behind the show, in an interview, "If we succeed in conducting some in-out going group tours, which we are making an effort, then we have further hopes of expanding this business of ours.

...tours for tourism is indeed bright. We are not short of attracting tourists here, and do fall short of services. concentrate on improving services generally and in opening our touristic spots and maintained, I see no reason why there will ever be a shortage of tourists here," said Atallah.

...will be facing some problems from the 1st October, because of Israeli political on of keeping King Hussein's bridge opened for one way only. The government of Jordan has to mobilise all its resources to undo this on of Zionists. Otherwise touristic industry here will be paralysed.

...Hotels, Travel Agencies, Tourist guides in Amman, Jerash, Petra and historic sites will suffer. Therefore, some has to be done to reverse decision of Israel. It is our survival," concluded Mr. Atallah.

...is not interested in out-tourism, because people don't plan ahead their business and vacations. "An agency, once in a while, can take care of it, but if clients act to have their flights, hotel reservations for the next day, that's impossible," said Mr. Atallah.

...TS offers all kinds of services related to the industry clients, from ticketing to hotel reservations and conducting of tours. applied for a telex connection nine months ago, but government has failed to

provide it so far. In the present business world, this facility is a must.

HTTS is an affiliated member of Jordan's Travel Agencies Association.

Schenker Worldwide forwarding organisation

Schenker & Co. Transport (SCH) was founded on the 1st July, 1872 in Vienna, Austria, by Gottfried Schenker. Presently this Company is registered in West Berlin with its Head Office in Frankfurt. It's owned by the German Railways.

Today the Company has 100 offices in Germany only and 300 plus offices all over the world - which employ more than 11,000 officials.

Its paid-up capital is DM 80 million. SCH covers all means of transport such as: Land Transport. Rail transport and Groupage transport. Sea & air freight. It has its own delegates in Amman and Aqaba. It's heavily engaged in transport of project cargo in the Middle East with logistic feasibility studies.

Naber & Company International Forwarders are acting as the Agents of SCHENKER WORLDWIDE FORWARDING Organisation in Jordan and also for transit transaction to the neighbouring Arab countries. Schenker has its own delegates located in Amman and Aqaba at Naber & Co.'s offices.

ODEH NABER & SONS TRANSPORT CO.

NABER & CO. INTERNATIONAL FORWARDERS

List of some transport contracts executed

Transport of the first Refinery built in Jordan from Aqaba to Zerqa and completed in 1961. Client: Snam Progetti - Milan.

Transport of the pipeline to the Jordan Petroleum Refinery from Aqaba in 1957-1958. Client: The Consolidated Contractors.

Transport of all Machinery and Equipment for the construction of the East Ghor Canal. Client: Imprese Venete - Milan.

Transport of oil drilling rigs throughout Jordan, 1964-1966. Client: Phillips Petroleum Co.

Transport of all Machinery and Equipment as well as Cement for the construction of Aqaba port in 1958 and for the extension in 1966-67. Client: Ed. Zublin A.G. - Duisburg.

Transport of the Earth Satellite Equipment in 1972 from Aqaba port to Baqa'a. Client: Nippon Electric Co., Ltd.

Transport of Machinery and Equipment for the excavation of Phosphate in Al-Hasa. Client: Impresit - Milan.

Transport of Machinery and Equipment for the Construction of Schneller School in Amman. Client: Phillip Holzmann A.G. - Frankfurt.

Transport of oil drilling rigs throughout Jordan in 1970-71. Client: INA Industria Nafta - Zagreb.

Transport of Machinery and Equipment for the Extension of the Jordan Petroleum Refinery. Client: Chiyoda Chemical Engineering & Construction Co., Ltd.

Transport of all Machinery & Equipment for the construction of the Broadcasting Station in Ajloun including two Gaz Turbine Units. Clients: Radionika (U.K.) Ltd. - London.

Transport of all Machinery & Equipment for the construction of the Mukheiba Dam. Client: The Arab Contractors Osmtm Ahmed Osman.

Transport of all Steelwork and Conductors for the new Thermal Power Station. Client: Clough Smith - Crawley (U.K.).

Transport of all Rails and Sleepers for the Al-Hasa & Aqaba Railway 1972-74. Client: Aqaba Railway Corporation.

Transport of Locomotives & Wagons for the Aqaba - Hittia Railway. Client: Aqaba Railway Corporation.

Transport of all Transformers Conductors for the Jordanian Electricity Power Company since 1956 until 1975.

Transport of Bulk Cement for Aqaba - Hittia Railway, 12000 tons. Transport of all Gas Turbines for the Jordan Electricity Authorities. Clients: Held and Franke - West Germany.

A - Client: Westinghouse

Canada - including 75 tons unit weight. B - Client: AEG Khanis - including 95 tons unit weights. C - Alstom Atlantique: Two Turbines including 84 tons unit weights.

Transport of Aqaba Thermal Power Station. Client: Jordan Electricity Authority.

C/O Ishikawajima Harima Heavy Industries. Transport effected through Schenker - Japan.

400 freight tons including unusual dimensions, pieces up to 7m high or wide.

Transport of three fire brick factories about 7000 weight tons to Iraq. Client: Encon. Transport through Schenker and Co. Hamburg.

Transport of Transformers of 59 tons to Tabuk, Saudi Arabia. Client: De Laval. Transport through Schenker's International Forwarders U.S.A.

Transport of 6 engines 176 tons each to Tabuk, Saudi Arabia. Client: Tabuk Electricity Authority/Stork Werkspoor Diesel including general cargo of 1600 weight tons.

Transport of 3 engines 85 tons each and two 59 tons each to Taif and Tabuk including general cargo 1600 weight tons. Client: Stork Werkspoor Diesel.

Transport of the Akashat Phosphate Mines in Iraq. Including heavy lifts up to 65 tons. Total of approximately 7000 weight tons. Client: Schenker and Co. Antwerp.

Transport of all heavy lifts to Al Kaim Fertilizers Plant in Iraq. 92 Heavy lifts of up to 120 tons including unusual dimensions. of 9m wide or high. General cargo of about 7000 weight tons. Client: Schenker and Co. Antwerp.

Transport of heavy lifts of Jordan Cement Factories. Including crusher of 132 tons 4.5 diameter and other units of 66 tons and 44 tons.

Transport of about 350 trailers to the Ministry of Industry and Minerals in Iraq. Client: Volantaly. Transport effected with Fagioli.

Transport of 32 gaz 28m long 48 tons each, 3.5 m diameter.

Client: Ministry of Oil Products Distribution in Iraq.

Transport of Oil Drilling Rigs from Iraq to Jordan 1977 - 78. Client: Total Exploration - France.

Transport of Earth Satellite Station from Aqaba to Baqa'a 1978-79. Client: Nippon Electric Japan.

Transport of all cargoes of the expansion of the Jordan Petrol Refinery. Total quantity 150000 freight tons. Client: Industrialexport - Romania.

Transport of all Machinery & Tools for the Jordan Lime & Silicate Brick Industries - Amman. Total 6000 freight tons including unusual dimensions.

Transport of all Machinery & Equipment of the Arab Aluminium Co. - Amman. Total 3000 freight tons including 90 and 65 ton unit weights.

Transport of all Machinery and Equipment for Ed. Zublin A.G. Project: Civil Works for the Jordan Fertilizers Industries in Aqaba. Client: Ed. Zublin A.G. - Duisburg.

Transport of all Machinery & Equipment for Aqaba Thermal Power Station Phase I. Client: Ishikawajima Harima Heavy Industries - Japan.

Erection Contracts Executed

Erection of the Basket Ball Hall Roof and Stadium of the Hussein Sports City. Weight of Steel: 345,000 Kgs. Client: Fairmile-Lilleshall (U.K.)

Welding of 12" Water Line of the Azraq Area. Length of Line: 17000 metres. Client: Water Supply Authority.

Erection part of the Earth Satellite Station of Baqa'a. Client: Nippon Electric Co.

Erection part of the Earth Satellite Station at Baqa'a. Client: Nippon Electric Co. Erection of the Boeing 720 Steel Sheds. Weight: 200 tons of steel. Client: Ministry of Public Works.

Erection of the steel roof of the Royal Theatre of the Hussein City for Youth. Weight: 80 tons. Client: Shahin Engineering Co.

Erecting of the Westinghouse

Gaz Turbine Power Station. Weight: 175 tons. Client: Faradj Co., Joint Venture Supplies and Contracts. Location: Thermal Power Station in Zerka.

Dismantling of the Deir Alla Bridge and erection of a new bridge in place. Weight: 125 tons. Client: Shahin Engineering Co.

Erection of the Steel roof for the Jordan Ceramic Factories. Weight: 450 tons of steel. Client: Zaidan House S.A.L. - Beirut.

Erection of the Furnace of the Phosphate Mines in Al-Hasa. Weight: 650 tons. Client: The Jordan Phosphate Mines Co. Ltd.

Erection of Muadi Bridge, assembled one unit of 34 tons in Amman, transported and placed on site. Client: Shahin Engineering Co.

Erection of 132 KV over head lines 120 towers about 800 tons. Client JEA/Clough Smith.

Erection of the 2nd Earth Satellite Station at Baqa'a. Weight: 700 tons of steel. Client: Nippon Electric Co. - Japan.

Erection of the Furnace of the Phosphate Mines in Al-Hasa. Weight: 420 tons. Client: The Jordan Phosphate Mines Co., Ltd.



Walid Nassar

AMMAN TOURISM BUREAU

Amman Tourism Bureau (ATB) was established in April 1979. Business now is twice as much as it was in 1980. Staff members have increased from 3 in 1979 to 6 at present. Indeed ATB expects to expand its business in 1982-when it anticipates to open an associate company of rent-a-car early next year. "The Zionist decision to keep King Hussein Bridge opened for only one way traffic from the 1st

October 81- is definitely going to affect tourism in Jordan," said Mr. Walid Nassar, ATB's general manager, who is making an all out effort to make it one of the most popular and reputed travel agencies in Jordan.

Continuing he said, "When you buy a return air ticket for a country it costs you cheaper-but now one way ticket to Jordan is going to cost a tourist a little more. This, of course, will hinder the flow of tourists here. The government of Jordan has to use all its political pressures on the Zionists to reverse their decision about the crossing of the King Hussein Bridge... if this industry has to survive! Indeed Jordan does have the potential to develop its touristic industry."

Mr. Walid Nassar personally went to the United States and visited 23 states there to solicit business for Jordan. He met the travel agents, various religious groups and the individuals who could form a touring group- and offered them bargaining terms. Resultantly so far 7 such groups-each of 30 members-have already visited Jordan. In 1982 ATB is planning such group tours to Europe and intends to send Jordanian tourist groups to the Far East too. During the current summer ATB has so far operated 25 Jordanian group tours to Cyprus, France, Greece and Spain-mostly to Greece.

ATB makes all arrangements abroad with its associates to conduct its tour groups there. Best hotel accommodation is provided, authentic information about the touristic spots is given and a personal touch of warmth is added to the groups' hospitality- whether incoming or outgoing ones.

Mr. Walid Nassar seriously suggested that if some private or public sector could establish a "TOURIST VILLAGE" in Amman offering a genuine "Typical Jordanian Night" by staging Jordanian folklore dances, bedouin tents and a village wedding-this all could really attract more tourists here. "This suggestion, indeed, is worth giving a thought of by the Ministry of Tourism, Jordan." - Editor

When you go into a Travel Agent or Airline office to buy a ticket you are gaining access to a wealth of experience, to some

of the most sophisticated technologies in the world and to a vast range of facilities and services.

Civil Aviation, as we know it, is only just over fifty years old. It started seriously in the nineteen twenties when small companies, the direct forebears of such modern airlines as British Airways, pioneered air routes around the world.

Airports and navigation facilities were often non-existent. The planes converted military aircraft. Indeed, during these early days many civil airlines operated seaplanes to the already established sea shipping ports in order to overcome many of the difficulties of operating land planes.

Air travel had by then reduced journey times of weeks, by sea, to days and then hours by air. Nowadays we take air travel for granted with hundreds of people at a time flying thousands of kilometers in airplanes costing many millions of Dinars each.

The Supersonic Concorde literally carries people at speeds equivalent to a rifle bullet - twice the speed of sound - across the Atlantic.

Computers record all reservations information, obtaining space on aircraft, at hotels and countless other requirements such as car hire, secretarial services, etc. Complete reservations and their confirmations can now be made in a matter of minutes - arrangements adjusted from any point in the world should your plans change.

The range of facilities and services is really quite limitless in that should you want something involving air travel there are airline offices throughout the world ready to check it out and advise.

There are prepared service packages for car hire, hotels, sightseeing, complete holidays and by booking and paying in advance they are very much cheaper. It does not only work in one direction though, apart from business travellers British Airways carry many tourists into Jordan - in fact this year BA has introduced a holiday package which will be freely available from every one of our offices worldwide. BA is confident this will stimulate interest far further afield than Europe.

The next time you buy a ticket think of what else you might need - you will be surprised at what else your Travel Agent can offer. Should you need further advice or information then British Airways office at the International Hotel is open seven days a week.

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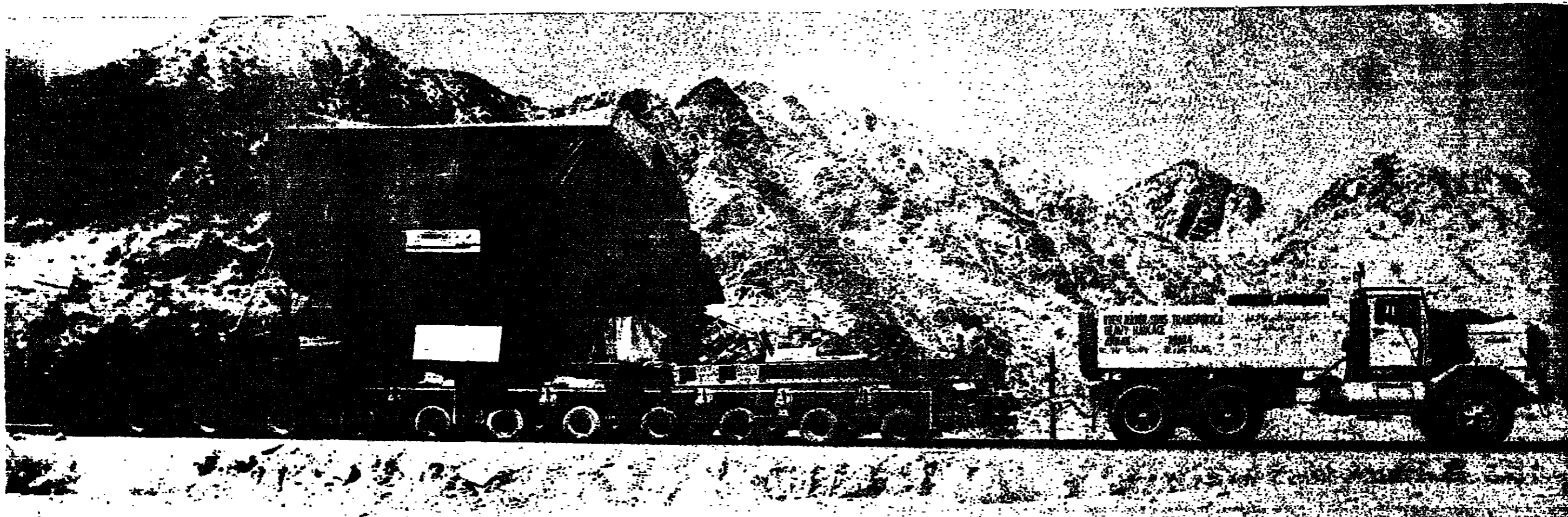
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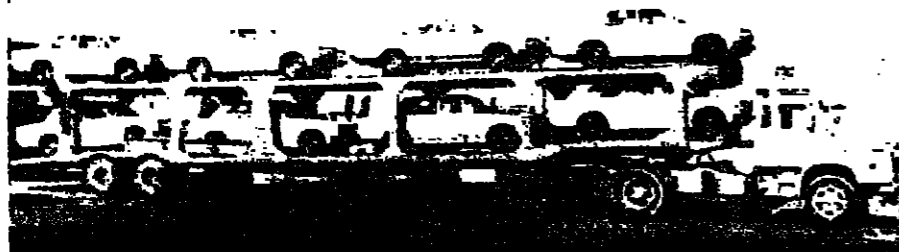
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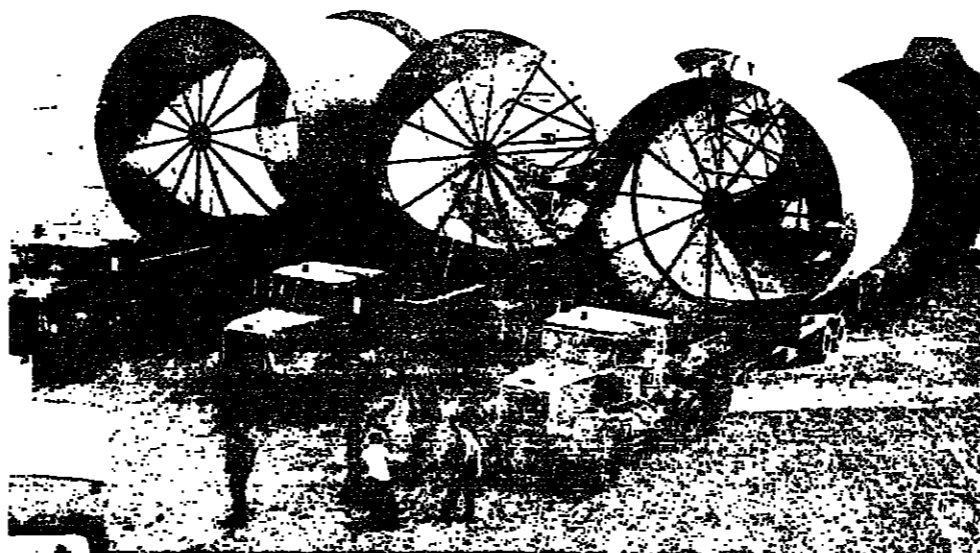


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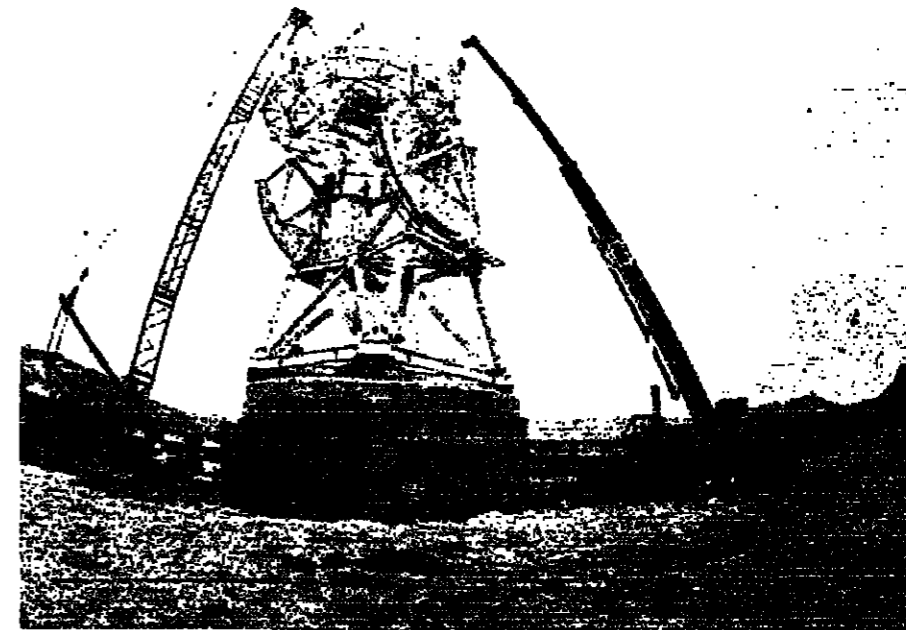
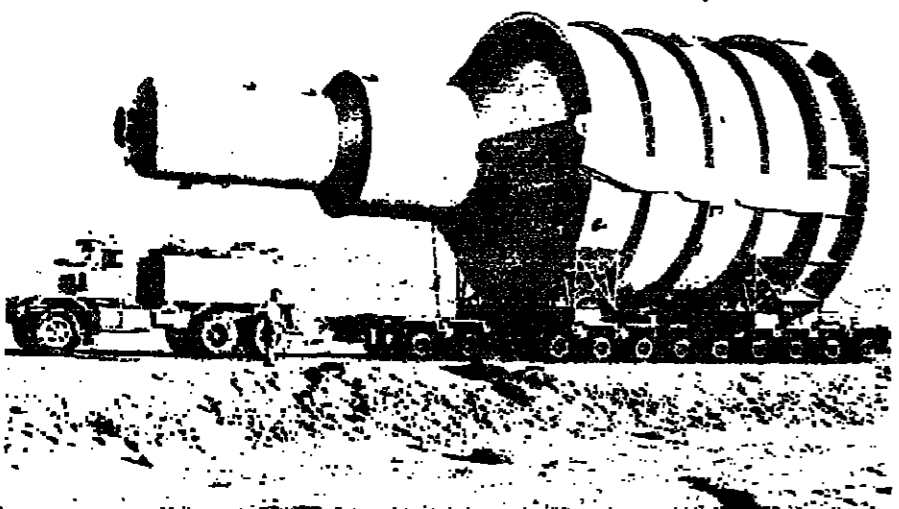
Since early fifties with Water Supply Project of Amman from Wadi Seir and from Azraq to Amman with erection of all the steel in Al Hussein Sport City, and with Mechanical Handling Plant of Al Hasa Phosphate Mines till the complete erection of Jordan Fertilizer Industries in Aqaba in coordination with French Subcontractors. The Company was the first and is still leading the Mechanical & Steel Erection in Jordan.

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شركة نابر للنقل



Transport Development in Jordan

By George Y. Najjar

The development steps in Jordan, planned and supported by His Majesty King Hussein, His Highness the Crown Prince, and the government of Jordan has relayed the efficiency of our people. This development is one of the shining signs enroute to a better future of our country.

The progress of transport industry is a basic element to our development, and it is also a proof of the good result of cooperation between the private and public sectors.

By looking at the last 3 decades we can recognize the different and the large steps taken in this direction. As before all concerned means of transport were simple and primary; the Port of Aqaba was very small with few berths and with very little number of equipments, the roads were unqualified, means of transport were insufficient and not capable, and the man power pertaining to Transport operations was unskilled and had only very little experience. While now, the Aqaba Port is a real port, most of the needed facilities, the roads are in a better condition, the quantity of transport means is highly increased, and the manpower is more and more skilled and experienced.

The geographical location of Jordan, being at the centre of the Middle East, helps in speeding up the development steps in the transport field, as now big quantities of commodities are crossing Jordan to and from other surrounding Arab countries.

Out of the above, the necessity of modern transport means, and skilled people arose, and as a result of this situation, we have now in our country the best fleet of transport means in the Middle East including huge transport means capable to carry units scaling in weight between 100 to 240 tons, in length up to 36 metres, in width and height up to 9 metres, and we can say that we have Jordanian manpower to operate such means. And this has not been an easy business.

Looking forward to future, and expecting that more than a billion tons of commodity will be imported to and through Jordan, as a result of the continuous development plans all over the Arab World. We feel that both the public and private sectors should always supply increased efforts, which cannot be considered a difficult thing, knowing the dedication and self-less efforts Jordanians have made so far in upholding all the causes dear to their country.



Nicolas N. Sabanegh

was established more than two decades back - in February 1960. The business today at JTB is 20 times more than what it was in 1960. In 1960 JTB had only 3 staff members and now it has 8 employees.

Mr. Nicolas N. Sabanegh, who is the managing director of Jordan Travel Bureau, is one of the pioneers of this industry in Jordan. He has been associated with the travel and tourism business since 1948 and has dedicated his life to this profession. In an interview he said "Of course, we are always open to the new ideas in our business—though our profession here is now more or less saturated - but we are always looking for an opportunity to expand our business as much as we can.

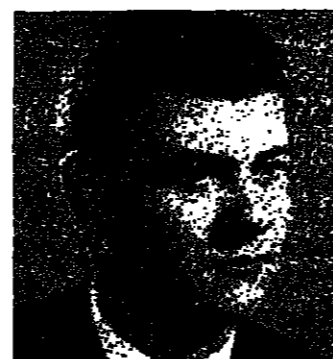
"Tourism in Jordan has not flourished the way it should have been. And there were and are various reasons for that. Though now, de luxe accommodation-wise we are well off - but the tourist class accommodation construction should still be encouraged in the public as well as private sectors. There is still room for the improvement of all affiliated services with our industry. We want each tourist visiting Jordan to go back happy to his own country and to sell Jordan to his friends and associates. The facilities at Amman airport are inadequate. The airport passes from most of the travel agents have been taken back by the civil aviation authorities - for the reasons best known to them. How do you expect us to welcome our tourists in this case?" continued Mr. Sabanegh. "Let us hope with the commissioning of the new Queen Alia International airport next year - most of these present airport problems will disappear," said Mr. Sabanegh hopefully.

"We send a lot of literature about the touristic spots in Jordan to all international tourist fairs. Some of them I attend personally to let my colleagues in other parts of the world know what Jordan can offer them in this field.

"We offer all those facilities to our guests here which are expected of any international standard travel agency - like receiving them and guiding them personally - and looking after their comfort throughout their tour and to seeing them off thus enabling them to carry back home happy memories of their sojourn here," said Mr. Sabanegh.

As JTB is an IATA member, therefore, it cannot represent any particular airline.

JTB has always been working in full co-ordination with the Ministry of Tourism here - which has been supporting us - though ministry of tourism has its own limitations, financially or otherwise. If this industry of tourism here has to be really developed - then the government should fully commercialise it by letting the private sector play its vital role by choosing and developing new touristic spots in Jordan - of which there is no shortage," suggested Mr. Sabanegh finally.



Marwan Jabasini

GENERAL TOURS

General Tours (GT) was established in 1974. The quantum of business GT had in 1980 was ten times more than what it had in 1974. The number of staff shot up to 8 in 1980 from 4 in 1974. GT is planning to open soon another branch office either in Jabal Amman or Shemisani.

Mr. Marwan Jabasini, owner and the general manager of General Tours, said, "The Ministry of Tourism here has so far done a great job in expanding its services to a greater and wider field of touristic activities but there is still room for some improvement in certain facilities - like there should be a

new road to the Desert Castles and Ajloun and better services at Petra. The facilities at Amman airport are negligible. The travel agents face problems in receiving their guests at the airport - as they are not allowed to enter the airport because of certain security measures by the authorities. Custom facilities are obsolete. How else the authorities expect us to keep liaison at the airport with our tour groups? Something has to be done about such basic problems. I hope opening of Queen Alia International Airport next year will solve some of these problems."

Continuing Mr. Jabasini said, "I often go to Europe and contact the travel agents there to attract tourist groups. Only during the last year, 1980-81, about 5,000 tourists have visited Jordan through our travel agency only and many more are coming here during this winter. I or my representative personally receive our guests at the airport and look after their comfort throughout their tour. The best hotels and restaurants are booked for them. The best bilingual tourist guides are provided. The air conditioned buses are always available for the transportation of our esteemed guests."

GT is the general sales agents of all airlines.

"The King Hussein Bridge crossing from this month is definitely going to pose a great problem to all the travel agencies in future. And it will also affect hotels, tourist guides and other agencies affiliated with our industry. Something should be done about it by the ministry concerned," concluded Mr. Jabasini.

GRAND TRAVEL & TOURISM

Grand Travel & Tourism (GTT) was established in December, 1979. The real operation started in 1980. The business has been increasing definitely - slowly but steadily.

Mr. Theodore Abu Jabal, proprietor and general manager of Grand Travel & Tourism, is an enlightened man who knows how to succeed. He said, "Our main sales point abroad about Jordan is its Wadi Rum. The tourism department of our organisation is determined to sell this project to each and every tourist who visits Jordan through GTT. For each tour group we arrange an overnight stay in Wadi Rum. We let them

live in bedouin tents with a bedouin atmosphere - which includes camel rides, barbecued meals, folklore dances and we let the tourists tread the historic footsteps of Lawrence of Arabia. In fact a tourist in Wadi Rum lives a fantasy!...

"For the success of these trips to Wadi Rum we owe our appreciation to the Ministry of Tourism - especially to Mr. Michael Hamarneh whose moral support and guidance at each and every step has made these trips possible. Transportation of the tourists and food ingredients to Wadi Rum and collection of great number of camels still pose a problem.

The storage arrangement of our equipments like frigidaires, barbecue material and sleeping bags in Wadi Rum still needs improvement. We hope the Ministry of Tourism will help us find some solution to these and such other problems," concluded Mr. Abu Jabal.

GTT sends its representatives abroad regularly to sell Jordan to various travel agencies, tour groups and key people in the ministries of tourism. In fact GTT has already invited such people to Jordan at its own expense and hopes they will be able to sell Jordan, especially Wadi Rum, to their colleagues.

"Though Wadi Rum project at present is not at all profitable for us - but we shall continue our efforts in this direction. At times praising letters we or the ministry of tourism receive from the tourists who visit Wadi Rum encourage us," added Mr. Abu Jabal.

GTT offers complete services expected of any international travel agency. The best tourist guides fully acquainted with the facts and figures of Jordan history and culture are appointed to guide our guests. Besides this GTT personally looks after the comfort of each member of the tour group. GTT recently invited all the ambassadors and the diplomatic community based in Jordan, Syria, Lebanon, the Arabian Gulf countries and Europe to visit Wadi Rum. Resultantly, after their return to their respective countries they have started talking about Wadi Rum and the mystery and the spell it holds on its visitors.

"We appreciate Jordan Times efforts in projecting the beauty and the cultural heritage of Jordan to its local and international readers," concluded Mr. Abu Jabal.



Faik Bisharat BISHARAT TOURS CORPORATION

Bisharat Tours Corporation (BTC), since its establishment on the 8th October, 1966, has been in the vanguard of tourism promotion and development in Jordan. The owner of the company, Mr. Faik Bisharat, has chalked up a number of firsts for Jordan.

As the original pioneer of car rental in Jordan he was awarded the Avis 100 certificate in 1977 for his outstanding services leading to the establishment of the first Car Rental Law in Jordan.

It was for his "true humanitarian spirit" that he became the first Jordanian to be awarded the Centennial Medal of the International

Committee of the Red Cross in 1977. The citation recalled the tragic events of 1970 and commended Mr. Bisharat for putting himself, his organisation and his transport resources at the disposal of the Red Cross.

Appointed as assistant manager of ICRC (Jordan Relief Operation) he provided aid to the wounded, distributed food to the famished and putting aside racial/religious and political discrimination, he remained always completely neutral under very difficult conditions. He succeeded the aged, women and children and the wounded from the both sides, sometimes at the risk of his own life.

It was for more pleasant work that he was awarded also in 1976 "the International Golden Helm in Tourism" from the Italian based award organisation. This time the award was for his outstanding services in tourism and "offering the finest hospitality and most complete assistance to tourists". When BTC started it had five employees. Today it has twelve, split between an airport meet-and-assist office and the main office in the Hotel Jordan Intercontinental.



Photograph shows the ICRC delegate in Amman (right) presenting Mr. Bisharat with the Centennial Medal in 1977 at a reception at the Hotel Jordan Intercontinental.

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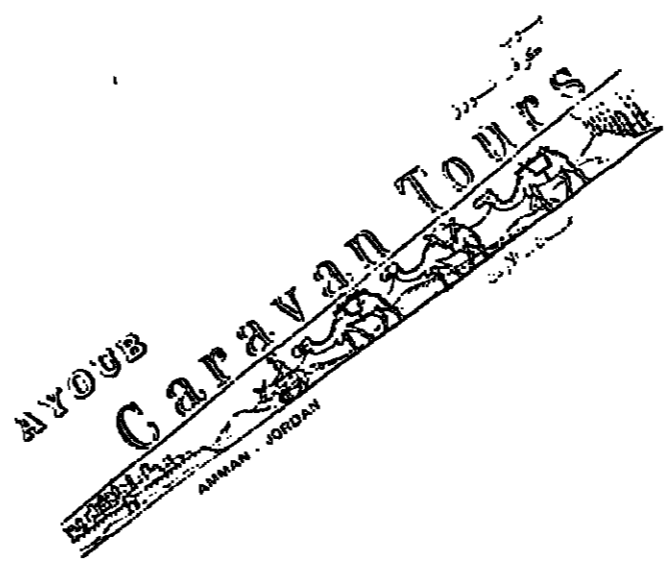



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BTC, whose slogan is "World Understanding Through Tourism - One Road To Peace", offers services in the travel, tourism and car rental fields. It also offers a series of tours to individuals and group visitors to Jordan and utilizes limousines, airconditioned coaches, minibuses, horses and camels to transport tourists to what often proves to be a holiday of a life time!

BTC and Mr. Bisharat work hard to promote tourism to Jordan. The Company has close links with many leading foreign travel agencies and provides ground services for the groups and individual visitors to Jordan. In addition, as a member of over a dozen international professional associations Mr. Bisharat travels all over the world promoting his country's attractions to tourists.

The unique airport office at Amman airport is a key element in BTC's high class services. Manned throughout the airport's operating hours, it provides meet-and-assist services through immigration and customs too and ensures efficient transfer of the guests to their hotels.

The main office at the Inter-Continental handles the bulk of the Avis business. Issues air tickets, provides a foreign exchange service, organises group and individual sight-seeing tours. The BTC car rental division also leases cars, off-highway vehicles and provides chauffeur-driven limousines.

Mr Bisharat and BTC are members of IATA, UFTAA, ASTA, ASI, ISTA, JSTTA, COTAL, SKAL, PATA and ICRC.

ARAB CARAVAN TOURS

Yaqub Caravan Tours (ACT) was established in 1961. The Company had three employees when it started its function - but now hires eight employees. The business has been increasing steadily.

"Jordan has everything to offer to a tourist - country sights, antiquities, archeological sites and 4000 year old history. But all these things have to be properly taken care of - to be well presented and preserved. If we build better facilities - there is no reason why we can't attract more and more tourists to Jordan," said Mr Sami S.

Yaqub, president of Yaqub Caravan Tours, who himself has been in this profession for over two decades.

"We remain in regular contact with our counterparts in the world particularly in Europe and the United States. But at present we are organising special tour groups from Hungary to Jordan through our associates MALEV Hungarian Airlines in Budapest," continued Mr. Yaqub.

ACT offers all kinds of facilities to its clients which are provided by any international travel agency. The tour groups are received at the Amman airport - and are taken care of throughout their tours in Jordan with all possible amenities provided by ACT - till they are seen off.

ACT is general agent and representative for Malev Hungarian Airlines and Sabena Belgian World Airlines, besides normal travel and tourism services it offers to its customers.

"We hope that the Ministry of Tourism here will continue its support to us and to the tourism industry," concluded Mr. Yaqub.

BESTOURS United Tourism & Transport Co.

BESTOURS was established on the 15th June, 1964, with a capital of JD 50,000,000. The business has increased by 500% of what it was when the Company started. It has 17 employees today compared to 3 in 1964.

BESTOURS has two offices located in Downtown and Shemisani in Amman. The Company is planning to have another branch office in London soon.

"Tourism in Jordan has all the prospects - and this could be a very healthy industry here if only we could provide better services, better hotels and better rest houses for our visitors here," said Cynthia Missirilis, deputy managing director of BESTOURS.

"We sincerely feel that we could attract more tourists here if we make Aqaba a free city like Beirut. Let there be good number of casinos for the tourists with first class hotel accommodation. In Petra too there should be better facilities for the tourists in case we wish Jordan to play due share in tourism's economy," continued Cynthia Missirilis.

BESTOURS regularly sends its representatives abroad to contact foreign travel agencies and tour groups and brings in

lots of tourists to Jordan. Most of these tourists are from Europe and the Arab world.

BESTOURS provides all the normal services to its clients - on a meet-and-assist basis. All the guests are received at the Amman Airport - conducted throughout their tours by the Company's special representative - till they are seen off.

BESTOURS is the general sales agents of Air France & Yugoslav Airlines.



Abu El Sou'd
JERUSALEM EXPRESS TRAVEL

Jerusalem Express Travel (JET) was first established in 1958 under the name and style of Abu El Sou'd Travel & Tourism in Jerusalem - but in 1970 the Company changed its name to Jerusalem Express Travel. In 1958 JET's mother organisation had six staff members which now have increased to 14.

The business of the Company now is doubled than what it was in 1958. It has its offices in Amman, Jerusalem, Irbid and Zerka.

"Tourism in Jordan has all the potentials to develop into Jordan's main economic channel. Jordan has all the attractions which an ordinary tourist looks for - historical, archaeological and scenic beauty. And with the passage of time we shall further develop the facilities to make our tourists' stay here more comfortable and pleasant," said Mr. Abu El Sou'd, man behind JET's great contribution to the travel and tourism field of Jordan.

JET always keeps it liaison with the travel agencies operating in other parts of the world in arranging the incoming or outgoing tour groups to/from Jordan. Most of the conferences and congresses held on the subject of travel & tourism in world over are attended by JET and that helps in selling Jordan abroad. JET sees to it that all its

guests who visit Jordan go back home with happy memories

"We owe a great appreciation to the Ministry of Tourism here as without its help and co-operation we would have not succeeded in achieving our goals in the tourism field," concluded Mr. Abu Sou'd.



Victor J. Audeh
AL FADI TRAVEL & TOURISM

Alfadi Travel & Tourism (ATT) was established only a year back in September, 1980. Since then it has been licenced to operate a TRAINING CENTRE OF AIRLINES INDUSTRY & TOURISM by the Ministry of Tourism, Jordan.

First course of the Training Centre was given in November, 80. ATT runs each month a course of total 72 hours training with an average of three hours per day - in which students are trained and coached on various subjects of travel and tourism field. Such as - history of civil aviation - rules and regulations of air travel - reservations - ticketing & sales procedures - the importance of tourism - marketing methods, how to rent a car locally as well as internationally - public relations and human behaviour related to the industry - customer services and passenger handling.

"In near future we also plan to give courses on other related subjects of the industry such as airline management - airline accountancy and air cargo. The students who graduate from our Training Centre easily find many openings here as well as in the Arabian Gulf - as the certificate given by the institute is duly recognised by all the Ministries of Tourism in the Arab world. Soon we are also planning special English-learning courses for the airlines and travel agencies' employees," disclosed Mr. Victor J. Audeh, managing director of Alfadi Travel & Tourism.

Continued from page 5

ments - for attracting the college youth to this respectable and exciting profession after completing their education. And this profession has money too. Similar series of lectures will be given to the Police College to enlighten the police cadets about their beloved country's glorious heritage.

We hope to further develop our trained manpower within this 5-year

economic development plan to cater with the greater flow of tourists in future. We shall continue improving tourism here by building, developing, training and marketing this industry simultaneously.

The hospitality of our people and their 24-karate Jordanian smile will continue attracting the tourists here and I hope this smile will not be commercialized with the passage of time.

Q. 9 What are your plans about ending the closure of King Hussein by the Zionist authorities?

Answer: It's a political question. However, I wish to reassure all concerned with this industry, that soon means will be found out to nullify effects of this unfortunate decision. Government and people of Jordan will always overcome their crises - shall we this time too!

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